LO1 **Demonstrate an understanding of how marketing contributes to**

**business strategies in an international context**

*International context:*

Scope and definition of international marketing.

Rationale for why organisations are seeking to internationalise.

Key global macro and customer trends.

*Contribution to meeting strategic objectives:*

Marketing’s role in contributing to the business strategy in an international

context.

Factors that influence internationalisation.

Setting an international marketing strategy to meet objectives.

LO2 **Evaluate entry to a selection of international markets and define the**

**key success factors**

*Critical evaluation of international markets:*

The importance of choosing the right international market.

The international market selection process.

Opportunities and challenges when entering international markets, including

ethical and legal considerations.

Risk management and contingency planning in relation to volatile

international markets.

Generic international market entry strategies.

Determining key success factors of international marketing.

LO3 **Investigate how elements of the marketing plan can be adapted or**

**standardised across international markets**

*The marketing plan in an international context:*

Product adaption: global vs local.

Pricing in international markets.

The use of new technologies that support international distribution and

promotional strategies considering hardware (computerised systems,

telecommunications, networks) and software (mobile computing, cloud

computing, social media).

People and servicing in an international context.

Tapping into untapped markets.

LO4 **Demonstrate an understanding of how to organise and evaluate**

**international marketing efforts (multinational, global, transnational,**

**meta-national, etc.)**

*International marketing efforts:*

Organisation structures in an international context.

Home or international orientation and reporting lines.

Negotiation and new business assessment in international markets.

Assessing international market competition.

Assessing international market performance.