### **Scheme of Work**

**COURSE:** ABE Level 6 Developing international markets

Note: sessions are designed so that they can be ‘chunked down’ depending on delivery timetable

| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx.**  **duration** | **Session Plan** | **Resource** | **Formative Activity** |
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| LO1  AC 1.1 | **Assess the international business environment and how the nature of trading has changed in recent years** | Globalisation  The international business market  Domestic vs. International marketing  How has trading changed in recent years?  The impact of Ecommerce on marketing | 3-4 hours | 6UDIM Session Plan E1 – Session 1 | 6UDIM Tutor Presentation E1 | 6UDIM E1 LO1 Activity 1 – International businesses  6UDIM E1 LO1 Activity 2 – Domestic and international marketing  6UDIM E1 LO1 Activity 3 – Globalisation |
| LO 1  AC 1.2 | **Critically discuss, using relevant theories and frameworks, the reasons why countries trade** | Reasons why countries trade  History of globalisation  Comparative advantage theory  Absolute advantage theory  Product life cycle | 3-4 hours | 6UDIM Session Plan E1 – Session 2 | 6UDIM Tutor Presentation E1 | 6UDIM E1 LO1 Activity 4 – Product life cycle |
| LO1  AC 1.3 | **Discuss the alternative views of globalisation and evaluate approaches taken in respect of the nature and drivers behind globalisation.** | Main perspectives of globalisation  Hyperglobalist perspective  Transformationalist perspective  Sceptical perspective  Drivers of globalisation | 3-4 hours | 6UDIM Session Plan E1 – Session 3 | 6UDIM Tutor Presentation E1 |  |
| LO1  AC 1.4 | **Critically evaluate the international competitive landscape** | Barriers to trade  World trade bodies  Think global, act local  Competitive intelligence  PESTLE | 3-4 hours | 6UDIM Session Plan E1 – Session 4 | 6UDIM Tutor Presentation E1 | 6UDIM E1 LO1 Activity 5 - PESTLE |
| LO2  AC2.1 | **Explain the nature of international development** | What is international development?  Market expansion  Market concentration  Herfindahl – Hirschman Index  Developing global relationships | 4-5 hours | 6UDIM Session Plan E2 – Session 1 | 6UDIM Tutor Presentation E2 | 6UDIM E2 LO2 Activity 1 - Market expansion |
| LO2  AC 2.2 | **Critically evaluate different strategic responses and approaches to global strategy development** | Global strategy  Three approaches to global strategy  International, multinational and global strategies  Glocal marketing  Drivers and benefits of global strategy  Standardisation & Adaption theory  Regional strategy | 4-5 hours | 6UDIM Session Plan E2 – Session 2 | 6UDIM Tutor Presentation E2 | 6UDIM E2 LO2 Activity 2- Glocal thinking |
| LO2  AC2.3 | **Analyse the main approaches to international marketing research and opportunity development** | The importance of market research  Quantitative and qualitative research  Difficulties with market research and international research problems  Market research planning process  SWOT analysis  Segmentation  Risk management | 4-5 hours | 6UDIM Session Plan E2 – Session 3 | 6UDIM Tutor Presentation E2 | 6UDIM E2 LO2 Activity 3 - Market research project  6UDIM E2 LO2 Activity 4 - Risk management |
| LO3  AC3.1 | **Critically discuss the main characteristics of international marketing strategy** | Characteristics of international marketing strategy  When, how & where  Cunningham’s 5 marketing strategies  External and internal factors affecting market entry choice  Ansoff Matrix | 3-4 hours | 6UDIM Session Plan E3 – Session 1 | 6UDIM Tutor Presentation E3 | 6UDIM E3 LO3 Activity 1 - Cunningham’s 5 strategies  6UDIM E3 LO3 Activity 2 - Market strategies |
| LO3  AC3.2 | **Critically evaluate various market entry methods** | What is market entry  Direct exporting  Indirect exporting  Joint venture  Strategic alliance  Direct foreign investment  Importing and exporting | 3-4 hours | 6UDIM Session Plan E3 – Session 2 | 6UDIM Tutor Presentation E3 |  |
| LO3  AC3.3 | **Evaluate potential barriers to entry, limitations on organisational capability, and the advantages or disadvantages of different market entry methods** | Barriers to entry  Structural or strategic  Porter’s Competitive theory  Economies of scale  Product differentiation  Capital requirements  Business growth strategies  Competitive dynamics | 3-4 hours | 6UDIM Session Plan E3 – Session 3 | 6UDIM Tutor Presentation E3 | 6UDIM E3 LO3 Activity 3 - Barriers to entry, Product differentiation |
| LO3  AC3.4 | **Discuss the management of risk and control in respect of market entry into new international markets** | Risk and control management  Types of risk in new international markets  Risk management options  Expectations of risk management | 3-4 hours | 6UDIM Session Plan E3 – Session 4 | 6UDIM Tutor Presentation E3 | 6UDIM E3 LO3 Activity 4 - Smartphone risk management strategies |
| LO4  AC4.1 | **Appraise the role of culture in conducting international business and its impact on transnational transactions** | What is culture  Why is culture important  Organisational Culture  Cultural web | 3-4 hours | 6UDIM Session Plan E4 – Session 1 | 6UDIM Tutor Presentation E4 | 6UDIM E4 LO4 Activity 1- The importance of culture  6UDIM E4 LO4 Activity 2 - Organisational culture |
| LO4  AC4.2 | **Evaluate social and cultural considerations in developing international business strategy** | Types of organisational culture  Organisational culture and international markets  Cross-cultural communication  High & low context | 3-4 hours | 6UDIM Session Plan E4 – Session 2 | 6UDIM Tutor Presentation E4 | 6UDIM E4 LO4 Activity 3 - High and low context communication |
| LO4  AC4.3 | **Justify the differing product and strategies employed in an international context** | Cultural dimensions  Communication tools in marketing  Consumer diversity  Consumer decision making process | 3-4 hours | 6UDIM Session Plan E4 – Session 3 | 6UDIM Tutor Presentation E4 |  |
| LO4  AC4.4 | **Discuss the need for different marketing methods when operating in an international context** | Cross-cultural marketing  -Good & Bad  Accessing culture  Environmental scanning  Consumer research  Corporate research  Pricing strategy  Bowman’s strategy clock | 3-4 hours | 6UDIM Session Plan E4 – Session 4 | 6UDIM Tutor Presentation E4 | 6UDIM E4 LO4 Activity 4 - Multicultural marketing strategy |