### **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** |
| --- | --- | --- | --- | --- | --- | --- |
| LO1 AC 1.1 | **Assess the international business environment and how the nature of trading has changed in recent years** | GlobalisationThe international business marketDomestic vs. International marketingHow 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 businesses6UDIM E1 LO1 Activity 2 – Domestic and international marketing6UDIM E1 LO1 Activity 3 – Globalisation |
| LO 1AC 1.2 | **Critically discuss, using relevant theories and frameworks, the reasons why countries trade** | Reasons why countries tradeHistory of globalisationComparative advantage theoryAbsolute advantage theoryProduct life cycle | 3-4 hours | 6UDIM Session Plan E1 – Session 2 | 6UDIM Tutor Presentation E1 | 6UDIM E1 LO1 Activity 4 – Product life cycle |
| LO1AC 1.3 | **Discuss the alternative views of globalisation and evaluate approaches taken in respect of the nature and drivers behind globalisation.** | Main perspectives of globalisationHyperglobalist perspectiveTransformationalist perspectiveSceptical perspectiveDrivers of globalisation  | 3-4 hours | 6UDIM Session Plan E1 – Session 3 | 6UDIM Tutor Presentation E1 |  |
| LO1AC 1.4 | **Critically evaluate the international competitive landscape** | Barriers to tradeWorld trade bodiesThink global, act localCompetitive intelligencePESTLE | 3-4 hours | 6UDIM Session Plan E1 – Session 4 | 6UDIM Tutor Presentation E1 | 6UDIM E1 LO1 Activity 5 - PESTLE |
| LO2AC2.1 | **Explain the nature of international development** | What is international development?Market expansionMarket concentrationHerfindahl – Hirschman IndexDeveloping global relationships | 4-5 hours | 6UDIM Session Plan E2 – Session 1 | 6UDIM Tutor Presentation E2 | 6UDIM E2 LO2 Activity 1 - Market expansion |
| LO2AC 2.2 | **Critically evaluate different strategic responses and approaches to global strategy development** | Global strategyThree approaches to global strategyInternational, multinational and global strategiesGlocal marketingDrivers and benefits of global strategyStandardisation & Adaption theoryRegional strategy | 4-5 hours | 6UDIM Session Plan E2 – Session 2 | 6UDIM Tutor Presentation E2 | 6UDIM E2 LO2 Activity 2- Glocal thinking |
| LO2AC2.3 | **Analyse the main approaches to international marketing research and opportunity development** | The importance of market researchQuantitative and qualitative researchDifficulties with market research and international research problemsMarket research planning processSWOT analysisSegmentationRisk management | 4-5 hours | 6UDIM Session Plan E2 – Session 3 | 6UDIM Tutor Presentation E2 | 6UDIM E2 LO2 Activity 3 - Market research project6UDIM E2 LO2 Activity 4 - Risk management |
| LO3AC3.1 | **Critically discuss the main characteristics of international marketing strategy** | Characteristics of international marketing strategyWhen, how & whereCunningham’s 5 marketing strategies External and internal factors affecting market entry choiceAnsoff Matrix | 3-4 hours | 6UDIM Session Plan E3 – Session 1 | 6UDIM Tutor Presentation E3 | 6UDIM E3 LO3 Activity 1 - Cunningham’s 5 strategies6UDIM E3 LO3 Activity 2 - Market strategies |
| LO3AC3.2 | **Critically evaluate various market entry methods** | What is market entryDirect exportingIndirect exporting Joint ventureStrategic allianceDirect foreign investmentImporting and exporting | 3-4 hours | 6UDIM Session Plan E3 – Session 2 | 6UDIM Tutor Presentation E3 |  |
| LO3AC3.3 | **Evaluate potential barriers to entry, limitations on organisational capability, and the advantages or disadvantages of different market entry methods** | Barriers to entryStructural or strategicPorter’s Competitive theoryEconomies of scaleProduct differentiationCapital requirementsBusiness growth strategiesCompetitive dynamics | 3-4 hours | 6UDIM Session Plan E3 – Session 3 | 6UDIM Tutor Presentation E3 | 6UDIM E3 LO3 Activity 3 - Barriers to entry, Product differentiation |
| LO3AC3.4 | **Discuss the management of risk and control in respect of market entry into new international markets** | Risk and control managementTypes of risk in new international marketsRisk management optionsExpectations 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 |
| LO4AC4.1 | **Appraise the role of culture in conducting international business and its impact on transnational transactions** | What is cultureWhy is culture importantOrganisational CultureCultural web  | 3-4 hours | 6UDIM Session Plan E4 – Session 1 | 6UDIM Tutor Presentation E4 | 6UDIM E4 LO4 Activity 1- The importance of culture6UDIM E4 LO4 Activity 2 - Organisational culture |
| LO4AC4.2 | **Evaluate social and cultural considerations in developing international business strategy** | Types of organisational cultureOrganisational culture and international marketsCross-cultural communicationHigh & 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 |
| LO4AC4.3 | **Justify the differing product and strategies employed in an international context** | Cultural dimensionsCommunication tools in marketingConsumer diversityConsumer decision making process | 3-4 hours | 6UDIM Session Plan E4 – Session 3 | 6UDIM Tutor Presentation E4 |  |
| LO4AC4.4 | **Discuss the need for different marketing methods when operating in an international context** | Cross-cultural marketing-Good & BadAccessing cultureEnvironmental scanningConsumer research Corporate researchPricing strategyBowman’s strategy clock | 3-4 hours | 6UDIM Session Plan E4 – Session 4 | 6UDIM Tutor Presentation E4 | 6UDIM E4 LO4 Activity 4 - Multicultural marketing strategy |