

BU8100

International Marketing



Course Aim The aim of this course is for students to gain significant knowledge of international marketing and the strategic and tactical principles that organizations use to compete internationally.

Short Title International Marketing
Faculty Business
Polytechnic Level
Credits 15

Pre-requisites 30 credits at Level 7 (or BPQF level 6 or a combination thereof) from the Marketing Major

Co-requisites Nil
Anti-requisites BSB7100

Version 1
Effective From September, 2016
Indicative NQF Level 8
Student Contact hrs 60

Self-directed hrs 90

Other directed hrs 0
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Explain and evaluate the international marketing process.
- 2 Examine, evaluate and recommend strategies to compete in international markets.
- 3 Demonstrate appropriate use of workplace skills and technology.

NQF Sub-strand
Theoretical
Understanding
Practical
Application of
knowledge
Autonomy,
Responsibility,
Context