

APPROVED

BU8100: International Marketing

Course Details

Course Code:	BU8100		
Course Title:	International Marketing	APPROVED	
Short Title:	International Marketing		
Course Level::	Level 8		
Valid From::	2020/2021 Sem 1		
Credits::	15		
Owner:	Business		
Assessment Method:	Achievement		
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.		

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
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.
Requisites	
<ul style="list-style-type: none"> • Pre Requisite: 30 credits at Level 7 (or BPQF level 6 or a combination thereof) from the Marketing Major • Anti Requisite: BSB7100 	

Examinations
Assessment Type Examination (Unseen)
Other Controlled Assessments
Assessment Type Viva voce examination
Uncontrolled Assessments
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group