

Liverpool John Moores University

Title: INTERNATIONAL MARKETING PRINCIPLES
Status: Definitive
Code: **5004BUSMK** (108288)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework - 5,000 word individual report	100.0	

Aims

To provide the students with the fundamental background to international marketing, which will prepare them for deeper treatment of specific key subject areas in LBSMK3010 International marketing. In itself, this course will substantially improve the knowledge and awareness of students with regard to research, evaluating and undertaking successful international marketing.

Learning Outcomes

Title	International Marketing Strategy
Subtitle	
Edition	5th edition
Publisher	Thomson Learning London
ISBN	978184480763-5

Course Material	Book
Author	Albaum, G. & Duerr, E.
Publishing Year	2008
Title	International Marketing & Export Management
Subtitle	
Edition	6th edition
Publisher	Prentice Hall London
ISBN	978027371387-6

Course Material	Book
Author	Bradley F
Publishing Year	2005
Title	International Marketing Strategy
Subtitle	
Edition	5th edition
Publisher	Prentice Hall London
ISBN	0273686887

Course Material	Book
Author	Cateora, P.R. & Graham, J.L.
Publishing Year	2007
Title	International Marketing
Subtitle	
Edition	13th edition
Publisher	McGraw Hill, London
ISBN	0071105948

Notes

Markets and marketing are becoming ever more international in their nature and managers around the world ignore this fact at their peril. To achieve sustainable growth in markets that are becoming increasingly global, or merely to survive in domestic markets that are increasingly attacked by international players, it is essential that organisations understand the complexity and diversity of international marketing and that their managers develop the skills, aptitudes and knowledge to compete effectively around the globe.

This course will serve as a comprehensive yet readily understandable introduction to the key issues underlying international marketing. Particular emphasis is placed on the importance of researching export markets and choosing a suitable international market entry strategy. It is ideal for students from a non-business background

preparing for LBSMK3010 International Marketing.

Hand-in date for the 100% individual report is Wednesday 9th December 2009.