

Liverpool John Moores University

Title: INTERNATIONAL MARKETING
Status: Definitive
Code: **5505FTKMK** (106500)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Lynn Sudbury Riley	Y

Academic Level: FHEQ5 **Credit Value:** 12.00 **Total Delivered Hours:** 28.00
Total Learning Hours: 120 **Private Study:** 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

Aims

To demonstrate the principles and techniques involved in marketing in an international context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the International Marketing and Trading

Course Material	Book
Author	Doole, I. & Lowe, R.
Publishing Year	2004
Title	International Marketing Strategy
Subtitle	
Edition	4th edition
Publisher	Thompson
ISBN	

Course Material	Book
Author	Ghuari, P & Cateora P
Publishing Year	2006
Title	International Marketing
Subtitle	
Edition	2nd
Publisher	McGraw-Hill
ISBN	

Notes

A study of the unique issues, opportunities and threats facing marketing from today's international environment.