

Liverpool John Moores University

Title: International Marketing
Status: Definitive
Code: **6014SSLN** (122470)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Peter Scott	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report (1500 words)	30	
Essay	AS2	Essay (3000 words)	70	

Aims

To critically examine the nature of international marketing with particular reference to the tourism sector.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the differences between domestic and international marketing
- 2 Critically evaluate the environmental forces in international marketing (cultural, social, economic, political, legal and technical).
- 3 Evaluate the strategic adaptation of the marketing mix for international markets.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	2	1	3
Essay	2	1	3

Outline Syllabus

The differences between international and domestic marketing. Entering international markets. The continuum of involvement (agency agreements to fully owned subsidiaries). International market research. Strategies for operating in an international environment. The role of culture and other environmental forces. Destination marketing and management, social media, Tourism technology and internet marketing.

Learning Activities

Lectures, seminars and workshops

Notes

To critically examine the nature of international marketing with particular reference to the tourism sector.