

Summary Information

Module Code	6014SSLN
Formal Module Title	International Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To critically examine the nature of international marketing with particular reference to the tourism sector.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate the differences between domestic and international marketing
MLO2	2	Critically evaluate the environmental forces in international marketing (cultural, social, economic, political, legal and technical).
MLO3	3	Evaluate the strategic adaptation of the marketing mix for international markets.

Module Content

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.
Module Overview	In this module you will critically examine the nature of international marketing with particular reference to the tourism sector. You will evaluate the differences between domestic and international marketing and the environmental forces in international marketing.
Additional Information	To critically examine the nature of international marketing with particular reference to the tourism sector.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	30	0	MLO2, MLO1, MLO3
Presentation	Essay	70	0	MLO2, MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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