

**Summary Information**

<b>Module Code</b>	6022LBSBSC
<b>Formal Module Title</b>	Global Marketing
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 6
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Adnane Alaoui Mhamdi	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
Business and Management

**Learning Methods**

Learning Method Type	Hours
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Lecture	11
Workshop	33

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To analyse the principles and techniques involved in marketing strategically within the global context for businesses.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically analyse the effects of differing parameters within international markets.
MLO2	Evaluate the various strategies for developing international markets for businesses.
MLO3	Demonstrate an awareness of the appropriate implementation strategies for global market success.

## Module Content

Outline Syllabus
Introduction, Course Outline and Objectives Globalisation and the challenges for small, medium and for large firms Internationalisation – an Initiation Assessing the Firm's Competitiveness: The Socio-Cultural, Political, and Legal Environment International Market Selection Process especially marketing in emerging markets Approaches to Choice of Market Entry Model International Product, and pricing Management. International Distribution and Communications Decisions

Module Overview
This module enables you to analyse the principles and techniques involved in marketing strategically within the global context for business. Emphasis is placed on the identification of challenges presented by international marketing to equip you to deal with differences, opportunities and threats emerging from diverse economic, demographic, political/legal, cultural, technical and competitive environments.

### Additional Information

Few companies these days could claim to be purely domestic. While the firm may confine its activities to the domestic market, the market itself is unlikely to be so restricted and may be served by firms headquartered in or operating from a number of other countries or regions. Knowledge of international issues is therefore of relative importance to all firms whether they are actively involved in marketing in foreign markets or have foreign competitors at home. This represents an introduction to international marketing and aims to develop knowledge of the international environment and international marketing. The increased scope, risk and complexity faced by the international marketer is due to the increased level of uncertainty from operating in diverse and less understood environments. Emphasis is placed on the identification of challenges presented by international marketing to equip students to deal with differences, opportunities and threats emerging from diverse economic, demographic, political/legal, cultural, technical and competitive environments. The impact of international issues is related during the course to the marketing decision-making task at three levels; the macro level at which country selection decisions are made; national level at which market entry decisions are made; and market level where marketing mix decisions are made.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Report	50	0	MLO1, MLO2, MLO3
Centralised Exam	Exam	50	2	MLO2, MLO3