

Liverpool John Moores University

Title: INTERNATIONAL MARKETING OF CONSUMER PRODUCTS AND SERVICES
Status: Definitive
Code: **6029TEF** (103852)
Version Start Date: 01-08-2016
Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Peter Scott	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 26
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Seminar	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination with one seen question	70	2
Presentation	AS2	Group Presentation	30	

Aims

Examine the nature of international marketing for consumer goods and services and appreciate the various factors which influence international marketing strategies. Consider the impact of technology on the international market.

Learning Outcomes

After completing the module the student should be able to:

- 1 Define the nature of international marketing and differentiate between global, international and domestic marketing with respect to consumer products and services
- 2 Evaluate the strategic adaptation of the marketing mix for international market
- 3 Critically evaluate the environmental forces in international marketing (cultural, social, economic, political, legal and technical)
- 4 Be aware of regional trade alliances and markets (single European market, European Consumer, Pacific Rim Nations, Eastern Europe, GATT Agreement)

Learning Outcomes of Assessments

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

EXAM	2	3	4	
Group Presentation	1	2	3	4

Outline Syllabus

Global, international, and domestic marketing of consumer products and services; moving into international markets (level of involvement from one end of the continuum of accidental to full scale globalisation of markets); international market research;

marketing strategies for operating in the international context, adaptation of marketing mix; the role of culture, social, political, legal and economic forces impacting on strategies for international marketing and consumerism.

The role of ICT and implications of the superhighway for the international marketing of consumer goods.

Learning Activities

Lectures and seminars will be the main form of student learning activities. There will be the opportunity to work in small groups and develop presentation skills.

Notes

This module addresses the issues of international marketing for consumer goods and services. It examines the role of culture, social, political, legal and economic forces impacting on strategies for international marketing. It considers the impact of ICT and implications of the superhighway for the international marketing of consumer goods. Students will have the opportunity to develop their knowledge towards a product or service category that is relevant to their degree programme via seminars, workshops, case studies and the coursework element of the assessment.