

Liverpool John Moores University

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Title: Global Marketing
Status: Definitive
Code: **6038BUSMK** (122991)
Version Start Date: 01-08-2021

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

Team	Leader
Tashkin Vasfi	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 46
Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	An individual report up to 2,500 words.	50	
Exam	Exam	2 hour exam	50	2

Aims

To analyse the principles and techniques involved in marketing strategically within an international context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the effects of differing parameters within international markets.
- 2 Demonstrate an understanding of the implementation strategies for success in international markets
- 3 Evaluate the various strategies for developing international markets

Learning Outcomes of Assessments

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

Up to 2,500 word report	1	3	2
2 hour exam	1	3	2

Outline Syllabus

Internationalisation

The International Trade Environment

The impact of Culture on International Marketing

Analysis of International Competitors

International Market Entry Strategies

Growth Strategies for SME's

Global Strategic Choices

International Product Management

Co-ordinating the Global Marketing programme

International Marketing Communications

International Pricing Strategies

International Distribution

Enabling Technologies

Learning Activities

Lectures

Seminars,

Case Analysis

Group work

Class discussion

Individual assignment

Notes

As the world continues to increase trade across and between countries and the major economies become more integrated it is essential for students of marketing to have an appreciation of the role they are likely to play within this environment. Using frameworks from previous learning students are encouraged to apply these in a

global context.