

# Global Marketing

## Module Information

2022.01, Approved

### Summary Information

Module Code	6038BUSMK
Formal Module Title	Global 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	11
Seminar	22
Tutorial	11

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	To analyse the principles and techniques involved in marketing strategically within an international context.
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## After completing the module the student should be able to:

### Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the effects of differing parameters within international markets.
MLO2	2	Demonstrate an understanding of the implementation strategies for success in international markets
MLO3	3	Evaluate the various strategies for developing international markets

### Module Content

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
Module Overview	Within this module, you will analyse the principles and techniques involved in marketing strategically within an international context.
Additional Information	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.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Up to 2,500 word report	50	0	MLO1, MLO3, MLO2
Centralised Exam	2 hour exam	50	2	MLO1, MLO3, MLO2

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Tashkin Vasfi	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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