

Liverpool John Moores University

Title: INTERNATIONAL MARKETING
Status: Definitive
Code: **6081TEF** (119334)
Version Start Date: 01-08-2018

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:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 24 |
| Seminar | 21 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|---|---------------|---------------|
| Presentation | AS1 | Group presentation | 30 | |
| Exam | AS2 | Examination with one seen & unseen question | 70 | 3 |

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 Compare 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 markets.
- 3 Critically evaluate the environmental forces in international marketing (cultural, economic, political, legal and technical)

Learning Outcomes of Assessments

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

| | | |
|--------------------|---|---|
| Group Presentation | 3 | |
| Exam | 1 | 2 |

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 role of the internet in international marketing.

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 the internet on the international marketing of consumer goods and services. Students will have the opportunity to develop their knowledge of product or service categories that are relevant to their degree programmes via seminars, workshops, case studies and the coursework element of the assessment.