

# Marketing for Emerging Markets

## Module Information

2022.01, Approved

### Summary Information

Module Code	6316BUSBS
Formal Module Title	Marketing for Emerging Markets
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	33

### Module Offering(s)

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

### Aims and Outcomes

Aims	This module highlights the challenges of operating internationally in a global economy by comparing and contrasting international marketing theory based on developed economies with those of emerging markets and regional economies worldwide. Students are taught the key ideological and political philosophies that exist internationally and are given an indication of emerging markets and their position in the global economy. The complexity and marketing challenges are reinforced using student-directed exploration, research, analysis and evaluation in groups of designated emerging markets.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Review and analyse advanced/emerging markets theories in relation to cultural change and its significance in terms of international marketing and globalisation.
MLO2	2	Analyse the key characteristics of the major emerging markets and economic regions in the world
MLO3	3	Critically analyse and evaluate the political, economic, social, legal and technological environments
MLO4	4	Formulate and justify the emerging markets development in relation to political and economic viewpoints.

**Module Content**

Outline Syllabus	Introduction to the Course - Scope and Challenges of Int'l marketing. Dynamic environments: Overview of International markets (advanced/emerging). Political, Legal and Cultural Dynamics in Assessing Global Markets The economic environments in global markets Opportunities and Trends in emerging markets Analysis of selected emerging markets (BRIC, Latin America, Asia, Africa, and other regions) Entry modes and strategies The negotiation process and strategies in International markets Integrated Marketing Communications and International Advertising Pricing for International Markets
Module Overview	
Additional Information	This module highlights the challenges of operating internationally in a global economy by comparing and contrasting international marketing theory based on developed economies with those of emerging markets and regional economies worldwide. Students are taught the key ideological and political philosophies that exist internationally and are given an indication of emerging markets and their position in the global economy. The complexity and marketing challenges are reinforced using student-directed exploration, research, analysis and evaluation in groups of designated emerging markets.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	40	0	MLO1, MLO2
Centralised Exam	Exam	60	2	MLO2, MLO3, MLO4

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
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Mathew Analogbei	Yes	N/A
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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