

Liverpool John Moores University

Title: INTERNATIONAL MARKETING
Status: Definitive
Code: **6503BM** (107333)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 28.00
Total Learning Hours: 120
Private Study: 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework - One group coursework (groups of 4) based on case study.	50.0	
Exam	AS2	Exam - duration in hours	50.0	2.00

Aims

To demonstrate the principles and techniques involved in marketing in an international context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the International Marketing and Trading Environment.
- 2 Analyse international marketing research issues.
- 3 Critically evaluate International niche marketing for SMEs
- 4 Critically appraise the importance of culture in international marketing.
- 5 Critically analyse and apply the marketing mix in an international context.

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5
EXAM	1	2	3	4	5

Outline Syllabus

The International Marketing Environment.

The International Trading Environment.

Market Entry Methods.

International Marketing Research.

International Niche Marketing for SMEs.

The Cultural Environment.

Products and Services for International Markets: Adaptation v Standardisation.

International Distribution.

International Pricing.

International Marketing Communications.

Learning Activities

The group based coursework will require the application of current International Marketing theories and concepts to a practical problem.

The examination will tests the student's understanding of international marketing theory.

The interactive tutorials will provide a forum for formative feedback through case studies and exercises. Students will also be able to self-assess their knowledge using the interactive web-based materials.

Courseworks due week beginning 4th April (week 29).

References

Course Material	Book
Author	Cateora P.R. & Graham J L.
Publishing Year	2005
Title	International Marketing
Subtitle	
Edition	12th Ed
Publisher	Mc Graw Hill
ISBN	007 111102 6

Course Material	Book
Author	Doole, I.and R. Lowe
Publishing Year	2004
Title	International Marketing Strategy
Subtitle	
Edition	4th Ed
Publisher	Thompson
ISBN	9 781844 800254

Notes

A study of the unique issues, opportunities and threats facing marketing from today's international environment.