

Summary Information

Module Code	6507WUCBW
Formal Module Title	Marketing for Emerging Markets
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Mathew Analogbei	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN_NS-PAR	PAR	January (Non-standard start date)	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	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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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Review and analyse advanced/emerging markets theories in relation to cultural change and its significance in terms of international marketing and globalisation.
MLO2	Analyse the key characteristics of the major emerging markets and economic regions in the world
MLO3	Critically analyse and evaluate the political, economic, social, legal and technological environments
MLO4	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)	Learning Outcome Mapping
Report	Essay	40	0	MLO1, MLO2
Exam	Examination	60	2	MLO3, MLO2, MLO4