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Title: Marketing for Emerging Markets  
Status: Definitive  
Code: **6507WUCBW** (127709)  
Version Start Date: 01-08-2021  
  
Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Mathew Analogbei	Y

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 46  
**Total Learning Hours:** 200      **Private Study:** 154

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY	Written individual report. 2000 words	40	
Exam	EXAM	Examination	60	2

### 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.*

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

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

ESSAY	1	2		
EXAM	2	3	4	

## **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*

## **Learning Activities**

Lectures, seminar discussions, case studies, group exercises, group presentations, self-assessment questions.

## **Notes**

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