

Liverpool John Moores University

Title: INTERNATIONAL MARKETING STRATEGY FOR BUSINESS
Status: Definitive
Code: **6510HEPBS** (118871)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: HELP College

Team	Leader
Zoe Jowers	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 78.00
Total Learning Hours: 240
Private Study: 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Tutorial	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Submission due Week 14.	50.0	
Exam	Exam.	During Spring Assessment period.	50.0	

Aims

To analyse the principles and techniques involved in marketing strategically within an international context for businesses.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Critically analyse the effects of differing parameters within international markets.
- LO 2 Appreciate the various strategies for developing international markets for businesses.
- LO 3 Demonstrate an understanding of the implementation strategies for success in international markets for businesses.

Learning Outcomes of Assessments

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

Essay	LO	
	1	
Examination	LO	LO
	2	3

Outline Syllabus

The International Marketing Environment
The International Trade Environment
The impact of Culture on International Marketing
International Marketing Research
Analysis of International Competitors
Introduction to Strategy
Internationalisation
Growth Strategies for SME's
Global Strategy
Market Entry Strategies
International Product Management
Change Management
International Marketing Communications
International Pricing Strategies
International Distribution
Enabling Technologies

Learning Activities

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

References

Course Material	Book
Author	Doole, I and Lowe, R
Publishing Year	2008

Title	International Marketing Strategy
Subtitle	
Edition	5th edition
Publisher	Thomson Learning, London
ISBN	978184480763-5

Course Material	Book
Author	Albaum, G and Duerr, E
Publishing Year	2008
Title	International Marketing & Export Management
Subtitle	
Edition	6th edition
Publisher	Prentice Hall, London
ISBN	978-0-273-71387-6

Course Material	Book
Author	Cateora, P R and Graham, J L
Publishing Year	2007
Title	International Marketing
Subtitle	
Edition	13th edition
Publisher	McGraw Hill, London
ISBN	0071105948

Course Material	Book
Author	Bradley, F
Publishing Year	2005
Title	International Marketing Strategy
Subtitle	
Edition	5th edition
Publisher	Prentice Hall, London
ISBN	0273686887

Notes

This module critically evaluates all of the key concepts involved with marketing internationally. It approaches the subject area in three phases; analysis of the international marketing environment; strategy development; and implementation.