

Global Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	6522YPCBSC
Formal Module Title	Global Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To analyse the principles and techniques involved in marketing strategically within the global context for businesses.
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the effects of differing parameters within international markets.
MLO2	2	Evaluate the various strategies for developing international markets for businesses.
MLO3	3	Demonstrate an awareness of the appropriate implementation strategies for global market success.

Module Content

Outline Syllabus	Introduction, Course Outline and Objectives Globalisation and the challenges for small, medium and for large firms Internationalisation – an Initiation Assessing the Firm's Competitiveness: The Socio-Cultural, Political, and Legal Environment International Market Selection Process especially marketing in emerging markets Approaches to Choice of Market Entry Model International Product, and pricing Management. International Distribution and Communications Decisions
Module Overview	
Additional Information	Few companies these days could claim to be purely domestic. While the firm may confine its activities to the domestic market, the market itself is unlikely to be so restricted and may be served by firms headquartered in or operating from a number of other countries or regions. Knowledge of international issues is therefore of relative importance to all firms whether they are actively involved in marketing in foreign markets or have foreign competitors at home. This represents an introduction to international marketing and aims to develop knowledge of the international environment and international marketing. The increased scope, risk and complexity faced by the international marketer is due to the increased level of uncertainty from operating in diverse and less understood environments. Emphasis is placed on the identification of challenges presented by international marketing to equip students to deal with differences, opportunities and threats emerging from diverse economic, demographic, political/legal, cultural, technical and competitive environments. The impact of international issues is related during the course to the marketing decision-making task at three levels; the macro level at which country selection decisions are made; national level at which market entry decisions are made; and market level where marketing mix decisions are made.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	50	0	MLO1, MLO2, MLO3
Exam	2 HR Exam	50	2	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

Mathew Analogbei	Yes	N/A
------------------	-----	-----

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------