

## Liverpool John Moores University

Title: Global Marketing  
Status: Definitive  
Code: **6522YPCBSC** (126840)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Mathew Analogbei	Y
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**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 46  
**Total Learning Hours:** 200      **Private Study:** 154

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Workshop	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	50	
Exam	Exam	2 HR Exam	50	2

### Aims

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

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

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

Report	1	2	3
2 HR Exam	2	3	

### **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 Mode*

*International Product, and pricing Management.*

*International Distribution and Communications Decisions*

### **Learning Activities**

Formal lectures and workshops.

### **Notes**

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.