

Global Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	6602VLUBW
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
Van Lang University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	Analyse the leading issues in global marketing
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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	Demonstrate a critical understanding of the implementation strategies for success in international markets
MLO3	3	Demonstrate an understanding of the theory and practice of international marketing for the entire marketing mix.
MLO4	4	Develop an understanding of the cross-cultural issues and international perspectives in international marketing context.

Module Content

Outline Syllabus	Internationalisation The International Trade Environment The impact of Culture on International Marketing Global Strategic Choices International Product Management International Marketing Communications International Pricing Strategies International Distribution International Market Entry Strategies Cross-cultural sales negotiations Co-ordinating the Global Marketing programme
Module Overview	
Additional Information	As the world continues to increase trade across and between countries and the major economies become more integrated it is essential for students of marketing to have an appreciation of the role they are likely to play within this environment. Using frameworks from previous learning students are encouraged to apply these in a global context and this will enable them to understand the main challenges international marketers face in the international markets.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Individual report	50	0	MLO1, MLO3
Exam	2 hours exam	50	2	MLO2, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tashkin Vasfi	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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