

Liverpool John Moores University

Title: MARKETING FOR EMERGING MARKETS
Status: Definitive
Code: **6716SERCBS** (123162)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Hilary Bishop	

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	33

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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