

Liverpool John Moores University

Title: International Marketing Management For Tourism And Hospitality
Status: Definitive
Code: **7205TEFMA** (120914)
Version Start Date: 01-08-2021
Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Takamitsu Jimura	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 21
Total Learning Hours: 200
Private Study: 179

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Seminar	10
Tutorial	1

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation (15 minutes)	30	
Essay	AS2	Essay 3500 words	70	

Aims

To provide a critical and analytical framework for international marketing management within the context of the tourism sector and its stakeholders including the analysis of the macro and micro environment and the marketing mix

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the environmental forces in international marketing (cultural, economic, political, legal and technical) and their strategic implications.
- 2 Develop appropriate marketing strategies for the tourism and hospitality industry
- 3 Critically evaluate the role of marketing planning for international tourism organisations

Learning Outcomes of Assessments

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

AS1	1	
AS2	2	3

Outline Syllabus

The international marketing environment (macro and micro environment). International marketing research. The role of culture. Entry into International markets. Level of involvement in international markets. International adaptation of the marketing mix. Marketing strategies for operating in an international context. Promotion in the tourism and hospitality sectors.

Learning Activities

Lectures, seminars and tutorials will be the main form of learning activities

Notes

To provide a critical and analytical framework for international marketing management within the context of tourism stakeholders with particular attention to the analysis of the macro and micro environment