

# Managing International Brands

## Module Information

2022.01, Approved

### Summary Information

Module Code	7330ECBM
Formal Module Title	Managing International Brands
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
European College of Business Management

### Learning Methods

Learning Method Type	Hours
Workshop	36

### Module Offering(s)

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

## Aims and Outcomes

Aims	To equip students with a range of skills to critically evaluate and develop international business strategies including the assessment of how brands operate in a global environment. To enable students to successfully analyse and evaluate branding strategy with reference to up-to-date cases.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Synthesise the marketing mix and services marketing mix in a contextually relevant way in relation to international brands.
MLO2	2	Critically analyse market research information in the development of the marketing strategy of international brands
MLO3	3	Critically analyse sustainable brand strategies and techniques of international branding.
MLO4	4	Critically evaluate case studies concerning international branding strategies

## Module Content

Outline Syllabus	Case study approach to branding in an international marketplace Introduction to the key issues in global/international branding; Analysis of branding strategies; Deploying an appropriate marketing mix for brands in overseas markets.
Module Overview	
Additional Information	This module aims to equip the learner with a range of skills to critically evaluate and develop international branding strategies. There will be a series of directed tasks to prepare the learner for the seminars and lectures. These will synthesise the disciplines of brand management within an international environment. There will be a strong correlation with the input on group formation and teamwork skills undertaken as part of the skills induction to the programme. On completion of the module the learner will be able to synthesise the marketing mix and services marketing mix in a contextually relevant way in international markets, analyse market research information in the development of the marketing strategy of an international organisation, analyse sustainable product strategies and techniques of international brands and evaluate appropriate branding strategies.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	individual analysis of a case	30	0	MLO1, MLO2, MLO3, MLO4
Artefacts	team based report	70	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts