

Liverpool John Moores University

Title: INTERNATIONAL MARKETING MANAGEMENT
Status: Definitive
Code: **7505MK** (103661)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 39.00
Total Learning Hours: 150
Private Study: 111

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	seen case study examination	100.0	3.00

Aims

To enable students to apply marketing concepts and techniques in countries other than their own

To give students an insight and appreciation of the application of marketing in an international context

To develop the ability to use strategic and tactical marketing thinking as a means of analysing foreign markets

Learning Outcomes

After completing the module the student should be able to:

- 1 Put international marketing into global and local perspective
- 2 Be capable of analysing complex marketing issues and financial issues (ratio analysis, cost analysis, DCF techniques) of significant depth and rigour
- 3 Critically evaluate leading edge issues such as the nature of the standardisation and adaptation debate, the leading cultural issues and the latest thinking on researching and deploying the marketing mix abroad
- 4 Show awareness and substantive appreciation of marketing in Japan, China and Europe
- 5 Apply the skills and tools of global marketing in any middle management position
- 6 Be fully confident in their ability to give input and advice at a strategic level via the application of relevant financial models (NPV, IRR) and marketing concepts on the subjects of the syllabus

Learning Outcomes of Assessments

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

Exam	1	2	3	4	5	6
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Outline Syllabus

Defining international marketing

International marketing research

Financial considerations in measuring company performance (ratio analysis, discounted cash flow techniques)

Globalisation versus adaptation

International portfolio management

International marketing segmentation and positioning strategies

Marketing in the Far East

European Marketing issues

Pricing in international marketing

Promotion in international marketing

Marketing in developing regions

Learning Activities

Interactive lectures and case study materials, tutorials and syndicate work

Formative Assessment: this takes place in the form of case study evaluations and answers, some of which are written and some of which are verbal. Students are encouraged to take case study material home and the tutor comments on their strengths and weaknesses.

References

Course Material	Book
Author	Doole & Lowe
Publishing Year	2004
Title	International Marketing Strategy
Subtitle	
Edition	
Publisher	Butterworth Heinemann
ISBN	

Course Material	Book
Author	Cateora, Graham & Ghauri
Publishing Year	2000
Title	International Marketing
Subtitle	
Edition	European Edition
Publisher	Addison Wesley
ISBN	

Course Material	Book
Author	Albaum, Strandkov & Duerr
Publishing Year	2001
Title	International Marketing and Export Management
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Keegan & Schlegmich
Publishing Year	2004
Title	Global Marketing Management
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Notes

The extension of marketing studies in the international context with an emphasis on how foreign trade, economic, political, legal and cultural environments affect an organisation's international marketing decisions.