

## Liverpool John Moores University

Title: GLOBAL MARKETING  
Status: Definitive  
Code: **7512MK** (103669)  
Version Start Date: 01-08-2011

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

Team	Leader
Graham Padgett	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 32.00  
**Total Learning Hours:** 150  
**Private Study:** 118

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50.0	2.00
Essay	AS2	Presentation	50.0	

### 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 Participate in discussions relating to global marketing issues
- 2 Analyse complex marketing issues and financial issues of significant depth and rigour
- 3 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 an ability to function as a multicultural team and achieve managerial international marketing decision by consensus.
- 5 Apply the skills and tools of global marketing in any middle management position

## Learning Outcomes of Assessments

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

EXAM	3	5		
Essay	1	2	4	5

## Outline Syllabus

*The decision to internationalize:*

*Global marketing in the firm*

*Initiation of internationalization*

*Internationalization Theories*

*Development of the firm's international competitiveness*

*Deciding which market to enter:*

*Global Marketing Research*

*The Political and Economic Environment*

*The Socio cultural environment*

*The International Market Selection Process*

*Market Entry Strategies:*

*Some approaches to the choice of entry mode.*

*Export modes*

*Intermediate entry modes*

*Hierarchical modes*

*International sourcing decisions*

*Designing the Global Marketing Programme:*

*Product Decisions*

*Pricing Decisions*

*Presentations*

*Distributive Decisions*

*Presentations*

*Communication Decisions*

*Presentations*

*Implementing and coordinating the Global Marketing Programme:*

*Cross cultural negotiations*

*Organization and Control of the global marketing programme  
Presentations*

## Learning Activities

Lectures and seminars. Students will be requested to discuss a series of case studies in various industries across the globe.

## References

<b>Course Material</b>	Book
<b>Author</b>	Hollensen, S.,
<b>Publishing Year</b>	2007
<b>Title</b>	Global Marketing: a Decision-Orientated Approach
<b>Subtitle</b>	
<b>Edition</b>	4th edition
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Keegan, W and Green, M
<b>Publishing Year</b>	2008
<b>Title</b>	Global Marketing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	5th edition, Pearson Education
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Cravens, D and Piercy, N
<b>Publishing Year</b>	2009
<b>Title</b>	Strategic Marketing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	9th edition, Mc Graw Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bradley, F
<b>Publishing Year</b>	2005
<b>Title</b>	International Marketing Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	5th edition, Prentice Hall

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	European Journal of Marketing (journal)
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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### Notes

Lectures and seminars. Students will be requested to discuss a series of case studies in various industries across the globe.