

LEEDS BECKETT UNIVERSITY

Module Specification:

H6 Marketing Issues 1 & 2

International Business Academy

Module Summary:

The subject area contains one module with duration of two semesters. Students work independently with a number of case studies. At the end, there is an oral exam based on a practical case study. Both course work and exam are required to pass this module

Module Aims

The aims of this module are three fold:

- to develop the students' ability to use international marketing in practical situations by building upon the knowledge and skills acquired in the first two years of their undergraduate degree and then proceeding to develop further their ability to recognise the relevant issues in a given marketing or business problem, choosing relevant tools with which to solve the problem or optimise the situation in an international environment.
- to enable students apply marketing theory as a set of combined theories, describing and facilitating performance and control of the international marketing process, rather than as a number of non-related theories. International marketers must have a profound knowledge of the whole marketing process in order to understand the complexity of each given situation, in order to avoid sub-optimisation and in order to control fully the level of cost and to create optimal value in all stages of the marketing process.
- to present students with an insight into special theoretical aspects of marketing theory. These will typically be either aspects of classical theory that justify a closer look or more detailed studies of central aspects of modern marketing theory.

Module Learning Outcomes

By the end of this module, students will be able to:

- LO1 Identify an international company's marketing problems, describe and analyse these problems and provide goals, strategies and concrete proposals for solutions to these problems.
- LO2 Read, understand and appraise complex theoretical marketing texts.
- LO3 Critically apply marketing theories to practical business situations