



COURSE SYLLABUS

Contemporary Issues in International Marketing, 7.5 credits

Contemporary Issues in International Marketing, 7,5 högskolepoäng

| | |
|---|---|
| Course Code: JCIR25 | Education Cycle: Second-cycle level |
| Confirmed by: Council for Undergraduate and Masters Education Dec 18, 2014 | Disciplinary domain: Social sciences |
| Revised by: Council for Undergraduate and Masters Education Oct 19, 2020 | Subject group: FE1 |
| Valid From: Jan 18, 2021 | Specialised in: A1N |
| Version: 4 | Main field of study: Business Administration |

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. Discuss the effect of various contemporary issues on the marketing strategies of organisations in both a local and international context.
2. Critically examine the various contemporary issues in international marketing.
3. Comment on the effect of these issues within organisations.
4. Discuss the specific contemporary issues covered in the course.

Skills and abilities

5. Analyse and explain the various contemporary international marketing issues and their application to the marketing efforts of organisations.

Judgement and approach

6. Analyse contemporary issues from a theoretical, practical and ethical perspective.

Contents

With the rapid rate of change in all functional areas of business in all types of organisations (including non-profit organisations), it is necessary to expand the students' knowledge on strategic and current issues and topics that affect the task of international marketing managers. Some of the topics that will be included in the course include Marketing Ethics, Green Marketing, User-generated content, Internal Marketing and Marketing Metrics.

Type of instruction

Lectures, assignments and project.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual Written Exam (ILOs: 1, 2, 3, 6) representing 4 credits.

Group Project (ILOs: 1, 4, 5, 6), representing 3,5 credits.

Registration of examination:

| Name of the Test | Value | Grading |
|--------------------------------------|-------------|----------------|
| Individual Written Exam [†] | 4 credits | A/B/C/D/E/FX/F |
| Group Project [†] | 3.5 credits | A/B/C/D/E/FX/F |

[†] Registration of examination:

All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an

examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Literature

Laurell, C & Parment, A. *Marketing Beyond the Textbook*. Studentlitteratur, 2015.

A reading list associated with the specific issues will be available at the start of the course.