

COURSE SYLLABUS

International Marketing, 7.5 credits

International Marketing, 7,5 högskolepoäng

Course Code:	MLIN13	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Revised by:	Council for Undergraduate and Masters Education Oct 22, 2014	Subject group:	FE1
Valid From:	Jan 18, 2016	Specialised in:	G2F
Version:	3	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. describe and discuss the internationalization process
2. demonstrate basic knowledge about different international marketing analysis tools that help students identify, describe, understand, and explain international marketing opportunities.
3. describe and discuss the most relevant international marketing theories and their application.

Skills and abilities

4. systematically analyze international market opportunities
5. apply theories and tools in order to make decisions related to international marketing planning, strategy, and execution.
6. fulfill and manage tasks and assignments in a limited time frame

Judgement and approach

7. Evaluate, discuss, and reflect on different aspects of international marketing activities

Contents

The aim of the course is to provide an overview of the field of international marketing and equip students with the prominent theoretical and analytical tools necessary to recognize international marketing opportunities and develop international marketing strategies.

The course consists of two main parts. In the first part, international marketing analysis is in the focus. This includes a brief overview of the international marketing area and places emphasis on analyzing the international marketing environment and opportunities.

Subsequently, the focus lies on international marketing strategy development. This includes to use international marketing to develop international business in order to exploit opportunities profitably.

This includes, the international marketing mix, the creation of competitive advantage, as well as market entry modes and theories.

Type of instruction

Lectures, seminar, and student-led literature sessions.

The teaching is conducted in English.

Prerequisites

60 credits in Business Administration or Economics including Marketing Management (or the equivalent).

Examination and grades

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

- Written student reflection - short essays: 7
- International marketing project: ILO 4, 5, 6
- Written exam: ILO 1,2,3,6,7

Examination weights:

- Written student reflection - short essays: 10%
- International marketing project and presentation: 40 %
- Written exam: 50 %

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

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

- Keegan, W. and Green, M. (latest edition) Global Marketing, Global edition. Paperback, 608 pages. ISBN: 9781292017389
- In addition, a list of academic journal articles will be provided at the outset of the course.