



## COURSE SYLLABUS **International Marketing, 7.5 credits**

*International Marketing, 7,5 högskolepoäng*

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<b>Course Code:</b> MLIN13	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Jan 4, 2013	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Oct 19, 2020	<b>Subject group:</b> FE1
<b>Valid From:</b> Jan 18, 2021	<b>Specialised in:</b> G2F
<b>Version:</b> 4	<b>Main field of study:</b> Business Administration

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### **Intended Learning Outcomes (ILO)**

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

Knowledge and understanding

1. describe and discuss drivers and benefits of the globalization of the markets
2. explain complex global marketing environments
3. describe market assessment and compare modes of entry to a foreign market
4. describe specific features of the marketing mix in global marketing.

Skills and abilities

5. systematically analyze international marketing opportunities
6. ability to create a marketing plan
7. apply theories in international marketing planning and implementation related to market choice, mode of entry and the instruments of marketing mix.

Judgement and approach

8. reflect on strategic elements of competitive advantage in international marketing
9. reflect on ethical issues in the international marketing context.

### **Contents**

The course provides a general overview of international marketing, delivering necessary theoretical knowledge and analytical tools for market assessment and decision making in planning and execution of advancement to a foreign market. The course consists of two major sections.

The first section reviews globalization of the markets, internationalization motives, and theories. The international marketing environment is addressed, as well as the implications of environmental forces on businesses. Basic principles of marketing research in the context of international marketing are revisited, as well as segmentation, targeting, and positioning in international marketing. The first section of the course place emphasis on the analysis of the international marketing environment.

The second section engages in discussion on different modes of entry to a foreign market, with emphasis on conditions that favor different modes, as well as their advantages and disadvantages. Furthermore, the marketing mix is reviewed from an international marketing perspective, through an adaptation/standardization dilemma. Specifics of the instruments of marketing mix in international marketing context are elaborated.

### Connection to Research and Practice

Contemporary international marketing material is integrated into the course. Major topics are supported with references to research in the field of international marketing. A list of suggested readings is provided in every lecture with the intention to provide additional resources and insights for deeper exploration of international marketing concepts and contemporary developments. Through individual essays on contemporary international marketing topics students are encouraged to review academic articles.

Reflecting JIBS rich experience in collaborating with local companies the course discourse is supported by presenting cases and examples from practice where students are provided with experiences of local companies and their efforts to advance to foreign markets. Furthermore, by engaging in the group work project – with the assignment to create a marketing plan for exporting a product from Sweden or importing a product to the Swedish market students are guided in applying theoretical principles and analytical skills in quasi-real-life experience.

### Type of instruction

The course includes lectures, group work, individual essay on contemporary international marketing topics, as well as written examination.

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.

Individual written exam (ILOs: 1, 2, 3, 4, 8, 9,) representing 4 credits.

Individual essay (ILOs: 1, 2, 3, 4, 8, 9,) representing 0.5 credits.

Group assignment (ILOs: 5, 6, 7), representing 3 credits.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>†</sup>	4 credits	A/B/C/D/E/FX/F
Individual essay <sup>†</sup>	0.5 credits	A/B/C/D/E/FX/F
Group assignment <sup>†</sup>	3 credits	A/B/C/D/E/FX/F

<sup>†</sup> 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. There must be course evaluators identified among the students. The evaluation is carried out continuously as well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or 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*, Pearson