



COURSE SYLLABUS

Advanced International Marketing, Trade, and Export Management, 7.5 credits

Advanced International Marketing, Trade, and Export Management, 7,5 högskolepoäng

Course Code:	MLMR23	Education Cycle:	Second-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 19, 2015	Specialised in:	A1N
Version:	2	Main field of study:	Business Administration
Reg number:	IHH 2014/3992-122		

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. describe and discuss the exporting process
2. demonstrate basic knowledge about different international marketing frameworks that help students describe, understand, and explain international marketing related phenomena
3. describe and discuss the most relevant international marketing and export management theories and their application
4. describe and discuss relevant research in the field

Skills and abilities

5. have the ability to apply theories, concepts and analytical tools in order to derive decisions related to international marketing planning, strategy, and execution
6. have the skills needed to systematically analyse international market opportunities
7. have the training to produce an export plan as a team work

Judgement and approach

8. discuss ethical issues related to international marketing

Contents

This course deals with the nexus of international marketing, trade, and export management and provides students with a learning platform to develop and deepen theoretical and practical facets relevant for making International Marketing decisions.

The course begins with an overview of the theoretical bases of international marketing. These include international trade theories, export theories and motives, network models and the international environmental factors that influence a firm's international market operations such as cultural, political and legal, consumer behavior and consumer cultures.

Following this, the main analytical, planning and strategic international marketing tools and decisions are

examined. This includes the selection of international markets and entry modes. Case studies are used in this part of the course to illustrate the challenges that arise when attempting to define, select, plan, and enter new international markets[A1] .

Finally, the contents focus on the tactical international marketing decisions such as pricing, financing, supply chain and promotion activities. Practitioners and government assistance agencies dealing with international marketing and export management present live case studies and practical examples.

Type of instruction

Interactive lectures, case studies, tutoring sessions, and practitioner guest lectures.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration including 60 credits in Business administration (or the equivalent).

Examination and grades

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

The intended learning outcomes (ILO) are examined through the following types of examinations:

ILO 1,2,3,4: individual written take-home assignment

ILO 5,6,7: practical group project assignment

ILO 8: individual written case reflection and practical group project assignment

Explanation of types of examinations:

- In the individual written take-home assignment, students explore, elucidate, and reflect on a theoretical issue in the nexus of international marketing, trade, and export management in form of an academic essay. After situating the issue within the broader international marketing, trade, and export management framework, students describe and analyze previous research to identify common 'themes, 'controversies', 'problems' or 'approaches' to derive conclusions for both research and practice in international marketing, trade, and export management. This includes a reflection on individual learning.
- In the practical group project assignment, students work with Swedish companies on real-life international marketing, trade and export management issues. This includes to apply theories, concepts and analytical tools in order to derive practical and relevant decisions related to international marketing planning, strategy, and execution based on systematic analysis of international market opportunities. Ultimately, the group project assignment aims at producing, presenting, and defending an international marketing plan as a team work.
- In the individual written case reflection, students reflect on a case defined by the teaching team.

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

- Hollensen, Svend, (latest edition). Global marketing. A decision-oriented approach, Prentice Hall
- Albaum, G. and Duerr, E. (latest edition). International Marketing and Export Management. (Chapter 11), Prentice Hall.
- Scientific journal articles will be added to the reading list at the start of the course.