



## COURSE SYLLABUS

# Applied International Marketing, 7.5 credits

*Applied International Marketing, 7,5 högskolepoäng*

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<b>Course Code:</b> JAMR28	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education May 11, 2017	<b>Disciplinary domain:</b> Social sciences
<b>Valid From:</b> Jan 15, 2018	<b>Subject group:</b> FE1
<b>Version:</b> 1	<b>Specialised in:</b> A1N
<b>Reg number:</b> IHH 2017/2064-313	<b>Main field of study:</b> Business Administration

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### 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 related to marketing.
2. Identify international marketing phenomena and account for common frameworks used to explain these.
3. describe and discuss the most relevant international marketing and their application
4. describe and discuss relevant research in the field

Skills and abilities

5. have the ability to apply theories and tools in order to make 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 facilitate internationalization effort of companies as a team work by providing research, strategies and tactical suggestions in area of international marketing.

Judgement and approach

8. discuss ethical issues related to international marketing

### Contents

The course provides students with a process of understanding Trade and Export Management and a theoretical framework for making International Marketing decisions.

The course begins with an overview of the theoretical bases of international marketing. These include international trade theories, export behavior theories and motives, network models and the international environmental factors that influence the firm such as cultural, political and legal. Following this, the main planning and strategic international marketing 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 plan, select and enter new markets. Finally, the tactical international marketing decisions such as pricing, financing, supply chain and promotion activities are presented. In addition, practitioners

and government assistance agencies dealing with international marketing and export management will present live case studies and practical examples. For each part there will be a related reading of research articles.

### **Type of instruction**

Lectures, case studies, and practitioner guest lectures.

The teaching is conducted in English.

### **Prerequisites**

Bachelor's degree in Business Administration (i.e. the equivalent of 180 ECTS credits at an accredited university), including 30 credits in Business Administration (or the equivalent).

### **Examination and grades**

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

The examination consists of an individual written take home assignment, practical group project, and individual written case reflection.

Learning outcomes 1-4 , 8 examined through the individual written take home assignment

Learning outcomes 5-6, 7-8 examined through practical group project

Registration of examination:

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

### **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 programme directors and discussed in programme 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**

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.

Due to nature of the course, which is company project driven, late students cannot be admitted to course after the course start date.

### **Course literature**

Albaum, G. & Duerr, E. (2008). *International Marketing and Export Management*. 6th ed., Prentice Hall (Only chapter 11).

Hollensen, Svend, (latest edition). *Global marketing. A decision-oriented approach*, Prentice Hall  
Anderson, Helén & Leander, Bo (eds.), 2010. *Crossing Borders*, Jönköping International Business School.

In addition, a supplemental reading list will be supplied at the course start. These readings are based on scientific journal articles and cases and provide the basis for classroom discussion.