



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE126 International Marketing Strategy, 15 högskolepoäng

4FE126 International Marketing Strategy, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2014-12-11

Revised 2023-09-11 by School of Business and Economics. Literature.

The course syllabus is valid from autumn semester 2023

Prerequisites

General entry requirements for the second level and specific entry requirements:

- Business Administration 90 credits at G1N/F level, including an independent project (degree project) at G2E level, or the equivalent;
- English B/English 6, or the equivalent.

Objectives

Upon finishing the course, the students should be able to:

- critically discuss advanced frameworks for international marketing strategy
- reflect upon contemporary research in the field
- apply the knowledge in writing scientific papers
- practically implement international marketing strategy

Content

The course consists of discussions and analyses of key aspects of international marketing strategy such as strategy competence, internationalization processes, international market entry, competitive strategy and international branding. During the lectures books and articles are discussed and they constitute the foundation for the writing of subsequent papers.

Type of Instruction

Lectures based on the compulsory literature. Also, guests are invited and they give lectures on subjects related to the theme of the course. Students work in small groups in order to produce papers. Presentations and discussions take place at compulsory seminars.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The examination is based on written reports, oral presentations and active participations in seminars.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 4FE010 and 4FE00E:1 with 15 credits each.

Required Reading and Additional Study Material

Required reading

Albaum, G., Duerr, E. & Josiassen, A., *International Marketing and Export Management*. Pearson. Latest edition. About 715 pages.

Pehrsson, A. (Ed.), *Competitive International Strategy*. London and New York: Routledge. Latest edition. About 152 pages.

Pehrsson, A. (2024), *Digital Business Strategy: Content, Context, and Cases*. London and New York: Routledge. 169 pages.

Scientific articles and reports chosen in consultation with the supervisor.