



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

4FE00E International Marketing Strategy, 30 högskolepoäng
International Marketing Strategy, 30 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Avancerad nivå

Fördjupning

A1E

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-06-29

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

In order to be admitted to the course, students are required to have 90 higher education credits (90 ECTS) in Business Administration of which 15 higher education credits (15 ECTS) is a thesis.

Förväntade studieresultat

The students are expected to understand advanced international marketing strategy based on contemporary research, and to be able to write in a scientific way.

Innehåll

The first half of the course (Part I) 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. Each semester is devoted to a certain theme.

The second half of the course (Part II) consists of writing of a thesis treating a topic related to international marketing strategy.

Undervisningsformer

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

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

The examination is based on written reports, oral presentations and active participations in seminars as well as presenting and discussing the thesis.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Kursvärdering

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

Kurslitteratur och övriga läromedel

Albaum, G, Strandkov, J, Duerr, E, International Marketing and Export Management, Prentice Hall, latest edition, 528pages

Pehrsson, A, Strategy in Emerging Markets. Studies in Global Competition, No. 8. Routledge, 2001, 261 pages

Articles and reports adapted to individual projects