



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE689 Företagsekonomi II - Internationell Marknadsföring, 7,5 högskolepoäng

Business Administration II - International Marketing, 7.5 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G1F

Date of Ratification

Approved 2020-06-24.

Revised 2025-06-16. Set of examination, examination and standard texts.

The course syllabus is valid from spring semester 2026.

Prerequisites

At least 15 credits Business Administration, of which at least 7.5 credits marketing as well as English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- account for and apply fundamental concepts and theories related to international marketing
- analyze and account for questions related to firms global business environment and international establishments

- account for and analyze the impact of digitalization on international marketing
- formulate a plan for developing a firm's international activities
- communicate gathered information, identified problems and solutions of these, both in writing and orally to different target audiences

Content

The course covers the following areas and concepts:

- overview of theories on internationalization of firms
- overview of the role of digitalization in international marketing
- decision making whether to internationalize; initiation of internationalization process, international preparedness and competitiveness
- decision making on which markets to enter; business environments, international market segmentation and selection
- market entry strategies; entry modes and their characteristics
- design of the global marketing programme; the international marketing mix

Type of Instruction

The teaching consists of lectures and seminars.

Examination

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

The course is examined through a written group assignment 4 credits and an individual oral presentation assignment 3.5 credits.

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

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:
2FE516 with 7.5 credits.

Required Reading and Additional Study Material

Required reading

Hollensen, S., *Global Marketing, A Decision-Oriented Approach*. FT Prentice Hall.
Latest edition. About 790 pages.

Additional study material

Scientific articles. About 200 pages.