



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

1FE689 Business Administration II - International Marketing, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2020-06-24

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

Prerequisites

At least 15 credits completed courses in Business Administration G1N, of which at least 7.5 credits marketing and 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 firms international activities
- communicate gathered information, identified problems and solutions of these, both in writing and orally to different target audiences

Content

The course contains:

- 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, Fx or F.

The course is examined through an individual written assignment (4 credits) and an individual 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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

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 conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. 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: 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.