



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

2FE021 International Marketing, 7,5 högskolepoäng  
International Marketing, 7.5 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G2F

**Date of Ratification**

Approved by Organisational Committee 2009-11-30

The course syllabus is valid from autumn semester 2010

**Prerequisites**

to be admitted the student shall have at least 105 swedish higher education credits, of which at least a year, corresponding to 60 swedish higher education credits in business administration, including basic courses in marketing (7,5 swedish higher education credits).

## Expected learning outcomes

The students shall

have broad knowledge  
of the impact of culture in international business  
of trade patterns and characteristics of major economic regions

Be able to apply

International marketing research methods in an international context

Basic market environment and business analysis tools

Elements of a strategic plan for internationalisation

Elements of an export/global marketing mix – product-, pricing, communication and distribution solutions

Understand

Characteristics of main international sales channels

Consequences of choices related to market entry form, choice of intermediates and distribution channels

## Content

- Customer value. Value Matrix. Review of the concept of customer value. Applications of the Value Matrix.
- Quantification of customer value
- History and development of international trade
- Culture and elements of cultures
- Research objectives and research design in an international setting
- Information sources for international market research
- Market entry and expansion forms. Organization of international business. Channel management.
- International and global pricing decisions. Export pricing. Payment forms.
- International and global marketing planning and communication tools.
- International business and finances. Working capital and the importance of cash-flow.
- Applied international marketing project

## Type of Instruction

Literature studies, lectures. Project work and case study seminar.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

written examination

seminar paper

## Course Evaluation

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.

## Required Reading and Additional Study Material

### **Required reading**