



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 the Board of the School of Business and Economics 2009-11-30

Revised 2011-06-13. Reading list revised

Revised due to changes in prerequisites.

The course syllabus is valid from autumn semester 2011

Prerequisites

60 credits in Business Administration, including basic courses in marketing (7,5 credits), or the equivalent.

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

have acquired abilities in:

- 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

- 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 cashflow.
- Applied international marketing project

Type of Instruction

Lectures, project work and seminars.

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 evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement

Required Reading and Additional Study Material

Required reading

G. Albaum och Duerr, E. International Marketing and Export Management, Prentice Hall, latest edition, pp. 736

Articles, 200 pages