



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 2012-12-17. Revised as a consequence of changes in 2FE048.

The course syllabus is valid from autumn semester 2013

Prerequisites

60 credits in Business Administration, including basic marketing (7.5 credits), or the equivalent.

Objectives

After finished course the student is expected to be able to:

- account for factors of importance for understanding the internalization of businesses
- appraise how the differences in usage of products/services, depending of sociocultural differences, affects the appropriateness of entry modes

Content

The course contains:

- history and development of international trade
- international marketing research methods in an international context
- basic market environment and business analysis tools
- elements of an export/global marketing mix – product, pricing, communication and distribution solutions
- characteristics of main international sales channels
- culture and elements of cultures
- market entry and expansion forms

- organization of international business

Type of Instruction

Lectures, tutoring and seminars

Examination

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

Written examination, seminar paper.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the department. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Credit Overlap

The course overlaps 2FE048:2 with 100 %

Required Reading and Additional Study Material

Required reading

Albaum, G. & Duerr, E., *International Marketing and Export Management*, Prentice Hall, latest edition, 1024 pages

Scientific articles, 200 pages