



Course syllabus

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

2FE12E Applied International Marketing, 30 högskolepoäng
Applied International Marketing, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2E

Date of Ratification

Approved by Organisational Committee 2009-12-15

The course syllabus is valid from autumn semester 2010

Prerequisites

In order to be admitted to the course it is required to have a minimum of two years of successfully completed full-time studies at university level (120 higher education credits), of which one year (60 higher education credits), should have been devoted to full-time studies in Business Administration, including basic marketing courses.

Expected learning outcomes

Module 1: International Marketing, 7,5 higher education credits

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
- Basic tools for the analysis of the effects of the market environment on business
- Elements of strategic planning of internationalisation
- Elements of a marketing mix for export or global marketing: products, pricing, communication and distribution

Understand

- Characteristics of main international sales channels
- Consequences of choices related to market entry form, choice of intermediates and distribution channels

Module 2: Research Methodology in Business Administration, 7,5 higher education credits

On the completion of the course, the student will have:

- Acquired basic knowledge of qualitative and quantitative methods and their use on concrete problems within business administration studies
- Ability to problematize concrete problems, using their theoretical knowledge and knowledge of existing research within business administration studies
- Ability to apply their knowledge of theories and existing research within business administration studies when assessing and discussing other's research
- Acquired knowledge of completing advanced academic texts

Module 3: Independent Project (Degree Project), 15 higher education credits

The students shall

have broad knowledge of

- Available techniques and theories of quantitative and qualitative analysis and interpretation of data and predications

Be able to apply

- the formulation of a research question related to the theme of the course
- Develop a research methodology to answer the research question
- Collect data
- Interpret/analyze data
- Draw conclusions about the research question based on the study

Content

Module 1: International Marketing, 7,5 higher education credits

- 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
- Strategic planning. Analysis of markets and competition
- Methods for research of international markets: research objectives and research design
- Information sources for international market research
- Forms of market entry and expansion. Organization of international business. Channel management
- International and global pricing decisions. Export pricing. Forms and conditions of payment
- Planning and communication tools of international and global Marketing
- International business and finances. Working capital and the importance of cash-flow
- Applied international marketing project

Module 2: Research Methodology in Business Administration, 7,5 higher education credits

The course introduces key issues and perspectives of the research process, by focusing on theory of science and methodology:

- Introduction to the research process and research methods in Business Administration
- Introduction to different scientific basic assumptions about knowledge production and different research perspectives
- Implications for practical research depending on basic assumptions about knowledge production
- Formulation of a research question
- Evaluation criteria
- Access to empirical material
- Different ways to analysing and interpreting qualitative and quantitative data
- Different ways of writing conclusions and results
- Research ethics
- Discussing and evaluating a thesis
- Use of references

Module 3: Independent Project (Degree Project), 15 higher education credits

- Researching a phenomena
- Formulating a research question
- Designing a study to answer the research question
- Making the study
- Writing a thesis about the study

Type of Instruction

Module 1: International Marketing, 7,5 higher education credits

Literature studies, lectures, project work and case seminars

Module 2: Research Methodology in Business Administration, 7,5 higher education credits

The teaching consists of lectures and seminars

Module 3: Independent Project (Degree Project), 15 higher education credits

Tutoring, seminars

Examination

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

Module 1. International Marketing, 7,5 higher education credits

Written exam, seminar papers

Module 2. Extended Research Methodology, 7,5 higher education credits

Examination by written exams and seminar papers.

Module 3. Independent Project (Degree Project), 15 higher education credits

Thesis, written and oral opposition

Concerning all modules:

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

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 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.

Credit Overlap

The first two course module have corresponding single-subject courses with which there is a 100% credit overlap.

The corresponding single-subject courses are:

2FE021, 2FE006

Required Reading and Additional Study Material

Module 2: International Marketing

See course syllabus for 2FE021

Module 2: Research Methodology in Business Administration

See course syllabus for 2FE006