



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

4FE00E International Marketing Strategy, 30 högskolepoäng

4FE00E International Marketing Strategy, 30 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1E

### **Date of Ratification**

Approved 2009-06-29

Revised 2022-12-05 by School of Business and Economics. Change of department

The course syllabus is valid from spring semester 2023

### **Prerequisites**

General entry requirements for the second level and specific entry requirements

Business Administration 1-90 credits including an independent project (degree project) on the G2E-level.

## Objectives

### **Module 1: International Marketing Strategy, 15 credits**

The students are expected to understand advanced international marketing strategy based on contemporary research.

### **Module 2: Independent Project (Degree Project), 15 credits**

problematized knowledge of advanced theoretical and empirical problems; to independently formulate a research question, use scientific research methods, collect and analyse data, to critically discuss research reports, independently write and present a thesis

## Content

### ***Module 1 International Marketing Strategy 15 credits***

The course consists of discussions and analyses of key aspects of international marketing strategy such as strategy competence, internationalization processes, international market entry, competitive strategy and international branding. During the

lectures books and articles are discussed and they constitute the foundation for the writing of subsequent papers. Each semester is devoted to a certain theme.

### ***Module 2 Independent Project (Degree Project) 15 credits***

The course is based on a series of seminars about the students' reports during the process of writing a master thesis. The work with the thesis includes definition and formulation of a research question, conduct advanced research work, writing a report about the research work and critically discuss and analyse other students's thesis material.

### **Type of Instruction**

#### **Module 1: International Marketing Strategy, 15 credits**

Lectures based on the compulsory literature. Also, guests are invited and they give lectures on subjects related to the theme of a semester. Students work in small groups in order to produce papers. Presentations and discussions take place at compulsory seminars.

#### **Module 2: Independent Project (Degree Project), 15 credits**

Teaching consists of tutoring and seminars. Participation in seminars is compulsory.

### **Examination**

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

#### **Module 1: International Marketing Strategy, 15 credits**

The examination is based on written reports, oral presentations and active participations in seminars.

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.

#### **Module 2: Independent Project (Degree Project), 15 credits**

The assessment will be based on the writing, presentation, discussion and defending of the thesis.

**Results are graded** using one of the terms Passed with distinction (80% -100%), Pass (60%-79%) or Fail (0%-59%), and A-F according to the ECTS scale.

### **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.

### **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: Each module has a corresponding freestanding course with which there is a 100% credit overlap.

4FE00E:1 overlaps 4FE010

4FE00E:2 overlaps 4FE02E/4FE07E

### **Required Reading and Additional Study Material**

***List of references Module 1 - International Marketing Strategy 15 credits***

**Required reading**

Albaum, G, Strandskov, J, Duerr, E, *International Marketing and Export Management*, Prentice Hall, latest edition, 528 pages

Pehrsson, A, *Strategy in Emerging Markets. Studies in Global Competition*, No. 8. Routledge, 2001, 261 pages

Articles and reports adapted to individual projects

***List of references Module 2 - Independent Project (Degree Project) 15 credits***

**Required reading**

Selected together with the tutor.