



Course syllabus

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

4FE010 International Marketing Strategy, 15 högskolepoäng
International Marketing Strategy, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

Prerequisites

In order to be admitted to the course students are required to have 90 higher education credits in Business Administration of which 15 higher education credits is a Bachelor Thesis.

Expected learning outcomes

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

Content

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.

Type of Instruction

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.

Examination

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

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

in seminars.

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.

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 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

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

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

Articles and reports adapted to individual projects