



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

4FE010 International Marketing Strategy, 15 högskolepoäng

4FE010 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 2009-06-17

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

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 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

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