



Course syllabus

School of Business and Economics
Department of Marketing

4FE126 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 School of Business and Economics 2014-12-11

The course syllabus is valid from autumn semester 2015

Prerequisites

General entry requirements for the second level and specific entry requirements:
Business Administration 90 credits including an independent project (degree project) on the G2E-level, and English B/English 6, or the equivalent.

Objectives

Upon finishing the course, the students should be able to:

- critically discuss advanced frameworks for international marketing strategy
- reflect upon contemporary research in the field
- apply the knowledge in writing scientific papers
- practically implement international marketing strategy

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.

Type of Instruction

Lectures based on the compulsory literature. Also, guests are invited and they give lectures on subjects related to the theme of the course. 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 A, B, C, D, E, Fx or F.

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

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. 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

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps 4FE010 and 4FE00E:1 with 15 credits each.

Required Reading and Additional Study Material

Required reading

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

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

Scientific articles and reports chosen in consultation with the supervisor.