



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE126 International Marketing Strategy, 15 högskolepoäng

4FE126 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 2014-12-11

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 90 credits at G1N/F level, including an independent project (degree project) at G2E level, or the equivalent;
- 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

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

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: The course overlaps 4FE010 and 4FE00E:1 with 15 credits each.

Required Reading and Additional Study Material

Required reading

Albaum, G., Duerr, E. & Josiassen, A., *International Marketing and Export Management*. Pearson. Latest edition. Apprx. 715 pages.

Pehrsson, A. (Ed.), *Competitive International Strategy*. Routledge. Latest edition. Apprx. 152 pages.

Scientific articles and reports chosen in consultation with the supervisor.