



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN20, International Marketing and Strategy, 7.5 credits**

*International Marketing and Strategy, 7,5 högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2013-11-19 and was last revised on 2016-02-29 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2016-02-29, autumn semester 2016.

### **General Information**

The course is a master level course and a compulsory part of the masters program, International Marketing & Brand Management. It can also be an elective course in Business Administration at masters level. The course can be studied within the Business Administration and Economics programme, the International Business Administration and Economics programme, the Degree of Master of Science in Business and Economics – Programme (Civilekonomprogrammet) as well as an independent-subject course.

*Language of instruction:* English

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

### **Knowledge and understanding**

A passing grade on the course will be awarded to students who:

- Can account for and explain central models within the field of international marketing and strategy.
- Can account for the different steps and challenges involved in international marketing operations.

### **Competence and skills**

A passing grade on the course will be awarded to students who:

- Can apply relevant theories in addressing practical problems within the area of international marketing and strategy.
- Understand and explain the basic assumptions and views that the applied theories are based upon.
- Have an ability to communicate in English on issues, debates and problems in the field both orally and in writing.
- Can follow the development of the international marketing field through journal articles and research oriented books as well as the more popular press.
- Can work both individually and as a member of a group with students from different cultures in order to solve practical problems as well as manage a more extensive project.

### **Judgement and approach**

A passing grade on the course will be awarded to students who:

- Can select and evaluate different theories in relation to specific practical problems.

### **Course content**

The objectives of the course are to make students familiar with the main areas, constructs and theoretical models within the broad subject of international marketing and strategy, and to provide them with a general understanding of the different challenges that companies operating on international markets have to manage. This includes giving the students a solid theoretical understanding within the area as well as an ability to analyze and solve practical problems related to the area of international marketing and strategy.

The course focuses upon the various strategic aspects that are relevant for international marketing and aims to provide the student with a theoretical and practical insight into the dynamics of the international marketing process. It emphasizes the strategic aspects of international marketing and the understanding of the different critical factors and steps of the internationalization process. This includes the following themes:

- Entry decisions and different entry modes.
- The influence of culture on international marketing.
- The balance between adaptation and standardization.
- Market intelligence and analysis for new markets.
- Strategy development and market positioning on foreign and international markets.

- Characteristics and challenges of markets in different parts of the world.
- How companies can develop their social responsibility on international markets
- The complexity of strategic decision making that concerns international marketing

## Course design

Instruction is pursued primarily through lessons and case exercises in groups. In addition, the students are offered guest lectures with primarily leading decision makers of companies operating internationally. The structure of the course and the basis of grading require regular attendance and continuous work with various assignments.

## Assessment

Grading is carried out continually on the basis of case exercises, work assignments and seminar discussions.

Students who do not get a sufficient number of points to pass the course as a whole, will get the possibility to do a complementary assignment in order to pass the course. The only available grades will then be pass or fail

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U (A-F). Students have to receive a grade of E or higher in order to pass a course.

A Excellent 100-85

A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.

B Very good 84-75

A very good result with regard to the above mentioned aspects.

C Good 74-65

The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.

D Satisfactory 64-55

The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.

E Sufficient 54-50

The result satisfies the minimum requirements with regard to the above mentioned aspects, but not more.

U (F) Fail 49-0

The result does not meet the minimum requirements with regard to the above mentioned aspects.

If a written exam is included in the examination: A student who is graded Fail after two examinations on the written exam has the opportunity to request an additional task. The grade of this additional task is U or E and should be made no later than the semester following the semester when the student was registered at the course.

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## **Entry requirements**

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-credits in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

## **Further information**

The course BUSN20 International Marketing and Strategy cannot be combined with BUSM01, BUSM81 or BUS801 in a degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in BUSN20, International Marketing and Strategy

Applies from H16

1602 Individual Assignment, 4,5 hp

Grading scale: Fail, Pass

1603 Group Assignment, 3,0 hp

Grading scale: Fail, Pass

Applies from H11

1101 International Marketing and Strategy, 7,5 hp

Grading scale: Fail, E, D, C, B, A