



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 is an old version, approved by The Board of the Department of Business Administration on 2013-11-19 and was valid from 2014-01-02, autumn semester 2014.

### **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. Can only be studied within programmes.

*Language of instruction:* English

*Main field of studies*

Business Administration

Business Administration

*Depth of study relative to the degree requirements*

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

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### **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.

Strategic issues that will be addressed are those considered to be especially critical for the international marketing process and for positioning the firm on different markets. The focus will be upon how strategic aspects affect marketing decision making in organizations. Students will get an opportunity to train their understanding of the complexity of strategic decision making on international markets and new foreign markets through cases and/or empirical illustrations.

## Course design

Instruction is pursued primarily through lessons and case exercises in groups. The structure of the course and the basis of grading require regular attendance and continuous work with various assignments.

## Assessment

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

*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.

Grade (Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

*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 90 credits in Business Administration is required. These must include a course in basic Business Administration, (FEKA90 Introductory course in Business Administration or the equivalent).

### Specific admission requirements:

The course presupposes in-depth knowledge of Armstrong, Gary & Kotler, Philip (latest edition) Marketing – An Introduction, Prentice Hall or any other standard introductory text book in marketing. Students are required to be able to demonstrate knowledge of key concepts in marketing like segmentation, approaches to market, products, pricing, promotion and distribution etc during final exams or other assignments.

### **Further information**

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

## Subcourses in BUSN20, International Marketing and Strategy

Applies from H11

1101 International Marketing and Strategy, 7,5 hp  
Grading scale: Fail, E, D, C, B, A