



**LUND**  
UNIVERSITY

School of Economics and Management

## **FEKG25, Business Administration: Global Strategic Marketing, 7.5 credits**

*Business Administration: Global Strategic Marketing, 7,5  
högskolepoäng*  
**First Cycle / Grundnivå**

---

### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2013-09-19 and was last revised on 2023-09-01 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2023-09-01, spring semester 2024.

### **General Information**

The course is an elective course in Business Administration at the Undergraduate level. The course can be studied within the Bachelor Programme in Business Administration and Economics, the Degree of Master of Science in Business and Economics ' Programme as well as an independent subject course.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

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

#### **Knowledge and understanding**

Understand different theoretical perspectives and the most important concepts, models, and tools and techniques in the area of global strategic marketing. Understand how to compete in international markets and the need for "global team" organizational structures designed to manage global companies and opportunities. Understand the benefits in engaging in international trade in relation to political economic factors such as free trade or regional agreements.

Understand how to target regions/countries based on their membership in a free trade agreement.

Show method knowledge in global strategic marketing.

### **Competence and skills**

Become more of a global citizen, and learn the economic and marketing aspects/outcomes of globalization.

Develop strategies and plans for a product launch, market entry and implementation for a company in a foreign country.

Can use central concepts to analyze, discuss and make decisions regarding global strategic marketing in different contexts.

Recognize cultural differences in various global regions and their effect on the conduct of international business and be able to analyze these cultural differences in terms of opportunities and inherent risk in conducting marketing activities and in segmenting global markets. Plus, students will be asked to draw insights about how and where products are purchased and used by consumers in other countries.

Are able to identify, analyze and find solutions in problems relating to global strategic marketing independently and with others.

Are able to present, discuss and argue their issues, problems and conclusions in both written and oral form.

### **Judgement and approach**

Demonstrate ability to judge current trends in global strategic marketing.

Demonstrate ability to make judgments with respect to scientific, social and ethical aspects.

### **Course content**

The main objective of the course is to provide the student with basic knowledge on the nature and scope of Global Marketing. This course provides an in-depth study of the nature and determinants of the behavior of organizations in relation to their marketing activities in a global environment. The purpose of this course is to provide a comprehensive understanding of the cultural, social, legal, political, and strategic dimensions of the global marketplace. Using the "strategy tripod" --analyzing strategy from the industry-, institution-and resource-based views— students will also explore what determines the success or failure of firms around the globe. The discussions will focus on subject areas such as attitudes, perceptions, preferences, and buyer/seller behavior in a global marketplace. In addition, this course investigates various promotional tools used in the communication mix, such as advertising, sales promotion, and publicity, to sell products and services. Concepts include: advertising planning processes, determining advertising and promotional goals and objectives, control and evaluation of advertising and promotional programs, and regulatory issues.

### **Course design**

The teaching consists of lectures, guest lectures and seminars. Lectures present and discuss central issues. At guest lectures researchers and managers present specific cases. During seminars, each group presents its case study and they will be asked a series of questions about that case study. Examination is based on group assignments (papers written and presented) and a final take home exam or written exam.

## Assessment

Examination is based on group assignments (papers written and presented) and a final individual exam or written exam.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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

Studies in Business Administration, corresponding to 30 CP from undergraduate level studies.

## Further information

In the case of closure of the course: Within three semesters after the course closure, 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 for the completed examination parts.

## Subcourses in FEKG25, Business Administration: Global Strategic Marketing

Applies from V22

- 2201 Individual exam, 3,0 hp  
Grading scale: Fail, Pass
- 2202 Group Assignment, 4,0 hp  
Grading scale: Fail, Pass
- 2203 Seminar, 0,5 hp  
Grading scale: Fail, Pass

Applies from H16

- 1302 Quiz, 3,0 hp  
Grading scale: Fail, Pass
- 1303 Group Assignment, 4,0 hp  
Grading scale: Fail, Pass
- 1304 Seminar, 0,5 hp  
Grading scale: Fail, Pass