



LUND
UNIVERSITY

School of Economics and Management

IBUA21, International Business: International Marketing, 7.5 credits

International Business: Internationell marknadsföring, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-12-14 and was last revised on 2018-05-21 by The Board of the Department of Business Administration. The revised syllabus applies from 2018-05-21, autumn semester 2018.

General Information

The course IBUA21 is a course on International Business at the ungraduated level.

Language of instruction: English

Main field of studies

International Business

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

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

Knowledge and understanding

- describe the key concepts in cultural studies that influence international marketing strategies
- identify and explain the importance of global and local patterns in marketing decisions, consumer behavior, and marketing communications

Competence and skills

- relate theoretical understanding to real-life international marketing situations
- apply relevant theoretical frameworks to identify, evaluate, and solve real-life international marketing problems
- demonstrate the ability to work in multicultural teams

Judgement and approach

- compare and contrast standardization versus adaptation decisions in international marketing strategies
- critically evaluate and discuss alternative solutions to international marketing problems, and effectively judge the consequences of international marketing decisions

Course content

The course consists of four major parts. The first part of the course is devoted to understanding culture and its dynamic nature. In the remaining parts of the course, various substantial domains of marketing are introduced and their relation to cultural differences are delineated. The second part enables students to understand how consumer behavior is influenced by global and local cultural patterns. In the third part, marketing decisions with respect to the 4Ps model (product, place, price, and promotion) are discussed in light of intercultural marketing strategies. Finally, in the fourth and last part of the course presents issues related to marketing communications (i.e., branding and advertising) in an intercultural environment.

Course design

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The course is conducted through a mix of lectures and seminars. The lectures present the theoretical concepts and understanding relevant to the subject as well as real-life examples to facilitate the comprehension of the literature. The seminars are designed to engage students with the course content and conducted in the form of case studies, in which the students tackle real-world situations faced by international marketers and present potential solutions by analyzing and explaining the connections between the case and the relevant literature. The seminars are also designed to develop and enhance the skills relevant for students' future careers as international marketers, such as writing, critical thinking, presentation, and group discussion skills. The connection between the theoretical lectures and real-world situations are further assisted by guest speakers invited from companies operating in international markets.

Assessment

See appendix including examination sessions. (Will be attached to the curriculum automatically in the system).

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

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.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

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

General and courses corresponding to the following Swedish Upper Secondary School Programs: Mathematics 3b/3c and Social Studies 1b/1a1+1a2

Further information

Students who are admitted to the Bachelor of International Business program are eligible for the course. To be admitted to the course as a freestanding course, students must at least satisfy the general entry requirements and have Mathematics C and Social studies A from Swedish upper secondary school or the equivalent.

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 IBUA21, International Business: International Marketing

Applies from H20

- 2003 Group Assignment, 2,5 hp
Grading scale: Fail, Pass
- 2004 Written exam, 5,0 hp
Grading scale: Fail, E, D, C, B, A

Applies from H19

- 1901 Group assignments, 2,5 hp
Grading scale: Fail, Pass
- 1902 Individual take-home exam, 5,0 hp
Grading scale: Fail, E, D, C, B, A