



**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

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-12-14 to be valid from 2016-12-14, autumn semester 2017.

### **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**

- Demonstrate knowledge and understanding in international marketing, including knowledge of the disciplinary foundation of international marketing, knowledge of applicable methodologies in international marketing, as well as having an awareness of some current research issues.

#### **Competence and skills**

- Demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem in international marketing, and also discuss marketing phenomena, issues, and situations critically

- Demonstrate the ability to identify, formulate and solve marketing problems autonomously and to complete tasks within predetermined time frames
- Demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, e.g. students with various backgrounds.
- Demonstrate the ability to manage and work in multicultural teams.

### **Judgement and approach**

- Demonstrate the ability to make assessments in international marketing, informed by relevant disciplinary, social and ethical issues

### **Course content**

During the larger part of the course the class will be focusing on business-to-consumer marketing (B2C). Towards the end of the course, business-to-business marketing (B2B) will also be introduced. The course focuses, specifically, how the knowledge and 'tool-boxes' from these two perspectives apply to international marketing situations, such as international product launches, international distribution/retail networks and international brand management.

### **Course design**

The course is conducted through a mix of lectures and student lead seminars. The lectures are meant to explain some of the more difficult concepts from the literature, and provide context as well as structure. Providing context is achieved by using examples and cases from real events in companies, and by inviting a number of guest speakers from relevant companies with positions that are crucial to the companies' marketing functions. The seminars are student lead, albeit the student presentations are all overseen and graded (pass/fail) by a teacher. The aim of the seminars is to facilitate student learning by having the students engage with the content of the literature - analyzing and explaining the connections between the case and the relevant literature.

### **Assessment**

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

### **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 programme 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.