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

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<tr>
<th>Main field of studies</th>
<th>Depth of study relative to the degree requirements</th>
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<td>International business</td>
<td>G1N, First cycle, has only upper-secondary level entry requirements</td>
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**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 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
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 H18

1803  Group assignments, 2.5 hp
       Grading scale: Fail, E, D, C, B, A
1804  Individual take-home exam, 5.0 hp
       Grading scale: Fail, E, D, C, B, A

Applies from H17

1601  Written Exam, 6.5 hp
       Grading scale: Fail, E, D, C, B, A
1602  Seminars, 1.0 hp
       Grading scale: Fail, Pass