

International Marketing Internationell marknadsföring

7.5 credits

7.5 högskolepoäng

Ladok Code: A1IM1C

Version: 8.0

Established by: Committee for Education in Business and Working Life 2020-11-18

Valid from: Spring 2021

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G2F)

Disciplinary Domain: Social sciences

Prerequisites: Passed courses of 30 ECTS in business administration, including the course Basic Marketing, 7.5 ECTS or equivalent.

Subject Area: Business Administration

Grading Scale: Seven-degree grading scale (A-F)

Content

The course treats:

- The importance of marketing to a global economy
- The development of marketing strategies for international markets
- Establishment strategies on foreign markets
- Common problems when establishing business operations on foreign markets
- Carrying out marketing surveys on foreign markets
- Outsourcing
- Management of foreign subsidiary companies
- Negotiations in an international environment, taking into consideration cultural differences and legal systems
- The need for cultural adjustment of marketing strategies
- Identification of business opportunities in an international business environment
- Negotiation strategies

Learning Outcomes

Upon completion of the course, the student is expected to be able to:

Knowledge and understanding

1. account for the most important forces behind international trade,
2. formulate guidelines for establishing foreign business operations,
3. describe the most important fundamentals in dominating paradigms in predominant theory formation in international marketing,
4. account for the most vital problems in connection with internationalisation of companies,
5. describe the most important cultural differences between various actors on a global market, and the effects on the way of doing business,

Skills and abilities

6. analyse the effects of an evermore globalised business world on the company and trade levels,
7. solve complex questions when planning marketing activities on foreign markets,
8. design negotiation strategies for international business environments,
9. show skill to write and present an international marketing plan,

Judgement and approach

10. identify the most important components for creating a more competitive international marketing strategy and
11. critically examine various models for international marketing.

Forms of Teaching

Lectures and seminars. During the course, the student will meet a number of external lecturers that highlight the subject from their own experience and a more professions focused perspective. Tuition is conducted in English. The literature is in English.

The language of instruction is English.

Forms of Examination

Examination consists of the following examination items:

- Exam: written individual exam

Learning outcomes 1, 3, 7, and 8

Credits: 4,5

Grades: Seven-degree grading scale (A-F)

- Project work: carried out in groups, written submission and oral presentation

Learning outcomes 2, 4, 5, 6, 9, 10, and 11

Credits: 2,5

Grades: Fail (U) or Pass (G)

- Seminar:

Learning outcomes 9

Credits: 0,5

Grades: Fail (U) or Pass (G)

In order to obtain the final grade for the course, the student must pass the individual exam (A-E) and the project group's report (G). The grade received for the individual exam is also the grade for the course.

Student rights and obligations at examination are according to guidelines and rules for the University of Borås.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Methods

Usunier, J-C. (2009). *Marketing Across Cultures, 6th edition*. New York: Prentice Hall.

Articles related to the topic will be added during the course.

Student Influence and Evaluation

The course is evaluated in accordance with the school's guidelines, which stipulate that student opinions should be obtained. The results of the evaluation are published and communicated to participating and prospective students in accordance with the guidelines, and will provide the basis for future course and program development.

Miscellaneous

The course is for international students, in the programme Business Informatics with specialisation in International Marketing and IT.