

Frontiers of Research in International Marketing 7.5 credits

Forskningens frontlinjer i internationell marknadsföring 7.5 hp

Second cycle

Main field: Business Administration, Second cycle, has second-cycle course/s as entry requirements (AIF)

Syllabus is adopted by the Research and Education Board (2021-03-10) and is valid for students admitted for the autumn semester 2023.

Placement in the Academic System

The course is included in Master's Programme (120 credits) in Strategic Entrepreneurship for International Growth.

Prerequisites and Conditions of Admission

Bachelor Degree in Business Economics or the equivalent of 180 Swedish credit points or 180 ECTS credits at an accredited university,

International Marketing Strategy 7.5 credits (Second Level) and Marketing 7.5 credits.

Applicants must have written and verbal command of the English language equivalent to English course 6 in Swedish Upper-Secondary School.

Course Objectives

The main goal of the course is to have students develop their ability to independently analyze and question scientific articles within the field of international marketing and to carry out research projects within a selected area of interest.

Following successful completion of the course the student should:

Knowledge and understanding

- Be familiar with central theories and concepts and understand and critically assess literature treating international marketing
- Understand the relevance of the literature for the students own projects.

Skills and ability

- Write and orally present an academic paper.
- Review and assess academic literature

Judgement and approach

- Show awareness regarding ethical aspects in research and show responsibility for their own and the groups development of knowledge.

Primary Contents

The course deals with concepts and theories in the current international marketing literature to highlight various problems. The student also gets the opportunity to independently investigate phenomena of own interest. This takes place under the active supervision given during the course.

The course also studies the main orientations within international marketing.

The course is an introduction to the independent project.

Teaching Formats

Teaching consists of lectures, literature seminars and exercises

Examination

The overall grades of F (Insufficient), E (Sufficient), D (Satisfactory), C (Good), B (Very Good), A (Excellent) will be awarded for the course.

Examination consists partly of individually by participation at literature seminars and exercises with reporting orally and in writing, and partly in group by composing and present a scientific article.

Literature seminars and exercises are compulsory

Name of the test		Grading
Written Scientific Article	6 credits	F/E/D/C/B/A
Review	1,5 credits	F/E/D/C/B/A

If there are special reasons, the examiner may make exceptions from the specified examination format and allow a student to be examined in another way. Special reasons can e.g. be a decision on learning support.

For elite sports students according to Riktlinjer för kombinationen studier och elitidrott vid Högskolan i Halmstad, DNR: L 2018/177, the examiner has the right to decide on an adapted examination component or let the student complete the examination in an alternative way.

Course Evaluation

made available to the students.

Course evaluation is part of the course. This evaluation should offer guidance in the future development and planning of the course. Course evaluations should be documented and

Course Literature and Other Study Resources

En viktig beståndsdel i kursen är att studenterna skall söka , utvärdera och välja lämplig litteratur utifrån de frågeställningar de väljer att studera. Kurslitteraturen blir därför till största delen individuell för varje student.

Doole, I & Lowe, R. *International Marketing Strategy*. 4 ed, Thomson Learning, 2004

Frontiers of Research in International Marketing
- Halmstad Contributions 2003

Perry, C, A (1998)
Structural Approach for Presenting Theses. *Australasian Marketing Journal* 6 (1). pp. 63-86.