

International Marketing Strategy 7.5 credits

Internationella marknadsföringsstrategier 7.5 hp

Second cycle

Main field: Business Administration, Second cycle, has only first-cycle course/s as entry requirements (AIN)

Syllabus is adopted by the Research and Education Board (2023-07-07) 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. 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 aim of the course is that the student will develop an in-depth knowledge about and understanding for international marketing. The students are introduced to methods and models to identify opportunities on international markets and to analyze, develop and implement strategies in international marketing. The problems a company meet on the international market will be studied through a management and strategic perspective.

Following successful completion of the course the student should:

Knowledge and understanding

- describe theories of international marketing strategy
- diagnose strategic as well as operational phenomenon related to international marketing

Skills and ability

- form an opinion about, argue for, systematically analyse and estimate as well as manage complex situation regarding to international marketing
- present and argue both in writing and orally, within given time frames
- show the ability to work in a group with group members from different cultural backgrounds, conditions for research on higher academic levels

Judgement and approach

- show insight, through project work both in writing and orally discuss aspects regarding ethics and moral in relation to business management and international marketing

Primary Contents

The course discuss principles, concept and theory regarding international marketing strategy connected to current research. The course manage methods and technique for analysis and evaluation of problems and possibilities regarding international marketing.

Examples of course contents are:

- International marketing environment
- The company's internationalization process
- Market choices and forms of establishment
- Internationalisation of fast growing companies
- Entrepreneur and companies international strategy
- Born Globals
- Intercultural communication

From the theoretical base the student should be confronted with practical problems with marketing in a company. This will be illustrated by a project work, case, study visit and guest lectures.

Teaching Formats

Teaching consists of lectures, seminars, exercises and study visits.

Examination

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

The examination consist of individual written exam and a project that discuss strategic problems within individual companies. The project will be presented both in writing and orally.

| Name of the test | | Grading |
|---------------------|-------------|-------------|
| Marketing Plan | 2,5 credits | F/E/D/C/B/A |
| Written Examination | 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 kom-

binationen 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

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 made available to the students.

Course Literature and Other Study Resources

Doole, Isabel., Lowe, Robin & Kenyon, Alexandra. *International Marketing Strategy: Analysis, Development and Implementation*. Cengage Learning, latest edition.

A compendium of scientific articles is added according to written instructions within the course.