

COURSE SYLLABUS

Applied International Marketing, 7.5 credits

Applied International Marketing, 7,5 högskolepoäng

Course Code:	JAMR28	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education May 11, 2017	Disciplinary domain:	Social sciences
Revised by:	Council for Undergraduate and Masters Education Sep 21, 2020	Subject group:	FE1
Valid From:	Jan 18, 2021	Specialised in:	A1N
Version:	2	Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. describe and explain the internationalization process related to international marketing
2. describe internationalization theories and motives
3. outline marketing intelligence/ research process in international marketing
4. explain foreign market selection and modes of entry
5. explain the specifics of instruments of the marketing mix in the international marketing context.

Skills and abilities

6. carry out a systematic assessment of a foreign market
7. argue for decisions made in international marketing planning, strategy, and execution
8. formulate and design internationalization effort of a company by providing research, strategies, and tactical suggestions in the area of international marketing.

Judgement and approach

9. reflect on the intercultural experience with the purpose of developing intercultural competence.

Contents

The course is based on two complementary streams: theoretical substantiation and practical application. The theory is anchored in course literature and contemporary research, while the company-based project provides application grounds. The course starts with presenting contemporary international markets landscape and introduces internationalization theories and motives. A strong emphasis is given on facilitating interpersonal communication and relations in a multicultural setting. Market intelligence and marketing research in the international setting are introduced to facilitate market assessment, customer profiling, and competitive analysis. Segmentation, targeting, and positioning processes are presented in the context of international marketing with an emphasis on choosing the target market and comparing different modes of

entry to a foreign market. Finally, instruments of the marketing mix in international marketing are reviewed. Besides theoretical anchoring and the group project course uses internationalization experiences of Swedish companies presented by guests, as well as presenting institutional (governmental) support of internationalization efforts of Swedish companies, mainly in the small and medium-size segment. The course also incorporates an outlook on contemporary trends in international marketing and ethical perspective.

Connection to Research and Practice

The course incorporates contemporary research on topics of international marketing, as well as uses previous research to showcase the history of addressing the topic in the literature. Every lecture is accompanied by a suggested readings list – reflecting material addressed during lectures or directing students toward resources that can expand their knowledge and understanding of the course topics.

The key component of the course is a host company-based project. Students are assigned in multicultural teams to help local SMEs in the initial assessment of a foreign market where the host company plans to expand. Students work closely with the company related to the initial assessment of the international marketing environment, competitive benchmarking, customer profiling, suggesting a mode of entry to a foreign market, and defining elements of marketing mix. Students have the opportunity to apply theoretical knowledge and frameworks in the real business setting.

Type of instruction

The course includes lectures, tutoring sessions, visits/interaction with local SMEs, guest lectures, group work, individual assignment, and written exam.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (i.e. the equivalent of 180 ECTS credits at an accredited university), including 30 credits in Business Administration (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual written exam and thematic reflection (ILOs: 1, 2, 3, 4, 5, and 9) representing 4 credits.
Group assignment: company-based project (ILOs: 6, 7, and 8), representing 3.5 credits.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam and thematic reflection ¹	4 credits	A/B/C/D/E/FX/F
Group assignment: company-based project ¹	3.5 credits	A/B/C/D/E/FX/F

¹ All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set.

The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points).

Grade is set in accordance to JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. There must be course evaluators identified among the students. The evaluation is carried out continuously as well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

The distinctive feature of the course is a company-based project. Students are matched with company projects in an elaborate procedure systematically matching the needs of the project assignments with student backgrounds. The nature of the process does not allow late arrivals to the course.

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Recommended readings:

Hollensen Svend, (latest edition) *Global marketing*, Pearsons

Daszkiewicz & Wach (2012), *Internationalization of SMEs: Context, Models and Implementation*
ISBN 978-83-7348-4115

A list articles will be supplied.