



## COURSE SYLLABUS

# Global Marketing Management, 7.5 credits

*Global Marketing Management, 7,5 högskolepoäng*

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<b>Course Code:</b> JGLR22	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education May 3, 2021	<b>Disciplinary domain:</b> Social sciences
<b>Valid From:</b> Jan 17, 2022	<b>Subject group:</b> FE1
<b>Version:</b> 1	<b>Specialised in:</b> A1N
	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. describe and explain the marketing management process in the global context
2. describe drivers and motives for companies to operate within the global market
3. outline marketing intelligence/research process in global marketing
4. explain the process of foreign market selection and modes of entry
5. explain the specifics of instruments of the marketing mix in the global marketing context

Skills and abilities

6. carry out a systematic assessment of a foreign market
7. formulate a marketing plan for advancing into a foreign market
8. explain need for standardization vs. adaptation of the marketing mix anchored in identified differences in markets

Judgement and approach

9. reflect on the contemporary topics in global marketing management

### Contents

The course Global Marketing Management applies marketing management principles to a global context by integrating theoretical foundations of marketing management and practical application through company-based projects. Students work with local companies that want to advance into a new foreign market by analyzing drivers and motives to internationalize, conducting research of a foreign market (on a macro and micro marketing environment level), and develop a marketing plan for a host company. The practical journey is supported by providing adequate theoretical anchoring by introducing the key concepts and frameworks.

The course starts with portraying the connection between internationalization drivers and motives from a company perspective in the context of global markets and national internationalization strategies. Intersectionality of the global economy is introduced as a concept.

Further, the marketing planning framework is introduced, with emphasis on assessing the current internal and external environment, segmentation, targeting, and positioning in the global context, as well as decisions on marketing strategy and tactical marketing plan. Students simultaneously work with their host companies in identifying the issues and applying the gained knowledge in a practical context. Special attention is given to internal and external negotiations with the purpose of advancing to a foreign market.

Besides theoretical anchoring and the group project, the course uses internationalization experiences of Swedish companies via guest speakers. Additionally, through individual thematic reflection students analyze and evaluate contemporary topics in global marketing.

### **Connection to Research and Practice**

The course incorporates contemporary research on topics in global marketing. Lectures are 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. A guest lecture from a JIBS researcher will be an integral part of the course on topics related to internationalization.

The key aspect of the course is the application of theoretical concepts and frameworks in close collaboration with host companies. Students are given the opportunity to work with a real company and have the opportunity to learn the internal dynamics of decision making for purpose of internationalization, as well as, creating marketing plan through collaboration with practitioners. The great advantage of such a setting is that it is anchored in experiential learning and active preparation for work-life assignments.

### **Type of instruction**

The course includes lectures, tutoring sessions, visits/interaction with local companies, guest lectures and group work.

The teaching is conducted in English.

### **Prerequisites**

The applicant must hold the minimum of a Bachelor's degree in Business Administration (i.e. the equivalent of 180 ECTS credits at an accredited university).

### **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
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Individual written exam and thematic reflection <sup>1</sup>	4 credits	A/B/C/D/E/FX/F
Group assignment: company-based project <sup>1</sup>	3.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Registration of examination:

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 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 tailored procedure by 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

Literature

Mandatory reading: A list of academic articles will be supplied before the course.

Additional recommended reading:

- Hollensen Svend, (latest edition) Global marketing; Pearsons
- Hollensen Svend, Marketing Planning 2nd Edition; McGraw Hill/Europe, Middle east & Africa.