

# Syllabus

for course at first level

**International Marketing**  
**Internationell marknadsföring**

**7.5 Higher Education**  
**Credits**  
**7.5 ECTS credits**

<b>Course code:</b>	FE3333
<b>Valid from:</b>	Spring 2014
<b>Date of approval:</b>	2013-12-02
<b>Department</b>	Stockholm Business School
<b>Main field:</b>	Företagsekonomi
<b>Specialisation:</b>	G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements

## Decision

This syllabus was approved by the Studies Committee at Stockholm University School of Business on 2013-12-02.

## Prerequisites and special admittance requirements

45 from Business Studies I and II, or equivalent.

## Course structure

Examination code	Name	Higher Education Credits
3325	International Marketing	7.5

## Course content

First the course will address the cultural, political, legal, technological, economic and geographic environments. Then the course will deal with strategic issues of foreign entry, marketing operations and transnational management. Finally it will equip participants to develop and implement strategies for any organisation intending to compete globally.

- The course will cover most of the following topical areas:
- Political, economic, legal and technological environments
- Geo-political regions and emerging markets
- Researching, data sources and screening of markets
- Cultural issues in negotiations and purchasing
- Market-entry alternatives and contingencies

- Product, service, branding and packaging decisions
- Global supply chains, logistics and distribution channels
- Cross-cultural advertising and marketing communications
- Pricing, financing and purchasing power in markets
- Organisational control and strategy implementation
- Ethical issues in sourcing, management, communication

### **Learning outcomes**

#### Intended Learning Outcomes

This course deals with strategic issues of foreign entry, marketing operations and transnational management.

On completing this course, students should be able to:

Knowledge and understanding:

1. Recognise the business challenges of globalisation and the importance of adopting globally integrated marketing strategies.
2. Identify the external macro-environmental forces - socio-cultural, politico-economic, legal and technological, and assess their cumulative influence on business

Skills and abilities:

3. Research using different methods and sources to screen marketing opportunities worldwide for specific industries, and evaluate alternative market-entry strategies
4. Identify and distinguish between complexities of each context and the need for adaptation and negotiation in various aspects of marketing and in management.

Judgment and approach:

5. Evaluate approaches to overcoming barriers to international business and assess marketing opportunities
6. Assess options in product-line, distribution, pricing and promotion, and recommend sustainable and ethical strategies for diverse markets worldwide

### **Education**

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload (model: 40 hours per week equivalent to 1,5 ECTS) is allocated as follows:

Teacher-led lectures: 20 hours

Teacher-led seminars: 10 hours

Group work: 40 hours

Self-studies 110 hours

Assessment: 20 hours

Total workload: 200 hours equivalent to 7,5 ECTS.

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

### Forms of examination

Assessment for the course will be continuous and is carried throughout the different activities of the course. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from these different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

#### Assessment tasks

The course contains the following weighted assessment tasks:

1. Written essay / case report – team 2: assesses intended learning outcomes 3, 4, 5, 6; constitutes 30% of total course points.
2. Oral presentation (case / topic) – team: assesses intended learning outcomes 1, 2, 4, 5; constitutes 10% of total course points.
3. Final exam / major project – individual: assesses intended learning outcomes 1, 2, 3, 4, 5, 6; constitutes 20% of total course points.

#### Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires  $\geq 50$  course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

All assessment tasks are assessed on a 100-point scale.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result ( $\geq 50$  course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved  $\geq 50$  course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved  $\geq 50$  course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.
- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning

activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

#### Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

#### A (Excellent)

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

#### B (Very Good)

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

#### C (Good)

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

#### D (Satisfactory)

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

#### E (Sufficient)

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

#### Fx (Fail)

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail) □

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

### **Interim**

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

### **Limitations**

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

### **Required reading**

Required reading

The proposed textbook which students will be expected to purchase or have regular access for preparation to participate in both lectures and seminars is:

Cateora, Philip R., Gilly, Mary C. and Graham, John L. (2011) International Marketing, 16th edition. New York: McGraw Hill.

Recommended reading

Mulbacher, Hans; Leihs, Helmuth and Dahringer, Lee. (2010) International Marketing, 4th edition. London, UK: Thomson Learning.

Czinkota, Michael R. and Ronkainen, Ilkka A. (2013) International Marketing, 10th edition. New York: South-Western / Cengage Learning.

Keegan, Warren J. and Green, Mark C. (2012). Global Marketing, 7th edition. London: Pearson.