

# 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 2017
<b>Date of approval:</b>	2013-12-02
<b>Changed:</b>	2016-10-17
<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, revised 2014-07-22, latest revised 2016-10-17.

## 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 is 200 hours equivalent to 7,5 ECTS (40 hours per week equivalent to 1,5 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. Case report / Written essay – team: assesses intended learning outcomes 3,4,5,6; constitutes 20% of total course points.
2. Presentations (case/articles) – team: assesses intended learning outcomes 1,2,4,5; constitutes 20% of total course points.
3. Final exam / major project – individual: assesses intended learning outcomes 1,2,3,4,5,6; constitutes 60% 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 assessed on a 100-point scale. 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.

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 only be taken twice: 1) during the course, its first final assessment task; and, if a passing result ( $\geq 50$  course points) was not achieved at the first occasion, 2) in the course's second, scheduled final assessment task. All other assessment tasks are offered only 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.

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.

Students unable to submit an assessment task because of certified medical or other exceptional circumstances are allowed to re-sit a final assessment task or submit a supplementary assignment at the discretion of the course director.

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) >91100. The student demonstrates:

- Excellent ability to demonstrate an in-depth understanding of international marketing
- Originality and independence of judgment in the way in which all the cases and issues have been contextualised and analysed
- Exemplary organisation and presentation of work throughout, including team-work
- Consistent display of very high levels of responsibility, initiative, learning ability, critical analysis, appraisal and ethical decision making
- Achievement of all written and verbal tasks within the continuous assessment exercise to an exceptionally high standard.

B (Very Good) >7990. The student demonstrates:

- Very good ability to show an in-depth understanding of international marketing
- Some originality and independence of judgement in the way in which all the cases and issues have been contextualised and analysed
- High level of organisation and presentation of work throughout including team-work
- Consistent display of high levels of responsibility, initiative, learning ability, critical analysis and decision making
- Achievement of all continuous assessment tasks within the continuous assessment have to a very high standard

C (Good) >6980. The student demonstrates:

- Sound understanding of basic concepts, materials and principles of international marketing
- Standard yet comprehensive approach to contextualising and analysing all cases and issues
- Good level of organisation and presentation of work throughout
- Consistent display of good levels of responsibility, initiative, learning ability, critical analysis and decision making
- Achievement of all written and verbal tasks within the continuous assessment exercise to a good standard though with minor inaccuracies and inconsistencies

D (Satisfactory) >5970: The student demonstrates:

- Adequate if limited understanding of basic concepts, materials and principles of international marketing with sufficient insight, minimal research and synthesis
- Basic but satisfactory approach to analysing and addressing all cases and issues for the course
- Reasonable level of organisation and presentation of work throughout
- Some use of initiative and personal responsibility; satisfactory level of learning ability, critical analysis and decision making
- Achievement of all tasks within the continuous assessment exercise to a satisfactory level but with minor errors, inaccuracies, misunderstandings and inconsistencies

E (Sufficient) >4960. The student demonstrates:

- Limited understanding of basic concepts, materials and principles of international marketing with little insight, minimal research and synthesis
- An undeveloped approach to addressing and executing all tasks for the course
- Very basic organisation and presentation of work throughout
- Little evidence of initiative, personal responsibility, learning ability
- Adequate though weak achievement of all tasks within the continuous assessment exercise, with occasional errors, inaccuracies, misunderstandings and inconsistencies resulting in work not completely focused

Fx (Fail) >4549. The student demonstrates:

- very limited understanding of basic concepts, materials and principles of international marketing with no exploration of major ideas, very little insight and minimal research and synthesis
- barely any effort in addressing and executing all tasks for the course
- inadequate organisation and presentation of work throughout
- scarcely any initiative, personal responsibility, learning ability
- weak achievement of all tasks within the continuous assessment exercise, with flaws, inaccuracies, misunderstandings and inconsistencies resulting in work that is unfocused

F (Fail) 44. The student demonstrates:

- very limited understanding of basic concepts, materials and principles of international marketing with no exploration of major ideas, no insight and absence of research and synthesis
- no evidence of effort in addressing and executing all tasks for the course
- major flaws in organisation and presentation of work throughout
- no initiative, personal responsibility and learning ability
- poor achievement of all tasks within the continuous assessment exercise, with major flaws, inaccuracies, misunderstandings and inconsistencies resulting in work that is substantially unfocused.

### **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.

**Misc**

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

**Required reading**

Required textbook:

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

Ghauri, Pervez & Cateora, Philip R. (2014). International Marketing, 4th European edition. New York: McGraw Hill.

Recommended alternative textbooks or reference books:

Hollensen, Svend (2017) Global Marketing, 7th edition. London, UK: Pearson.

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.