

International marketing, 7,5 HE credits

Internationell marknadsföring, 7,5 hp

Established: 2019-02-14

Established by: School of Business, Economics and IT

Applies from: H19

Learning outcomes

The purpose of this course is that the student will achieve deepened knowledge in the field of international marketing. On finishing the course, the student will:

Knowledge and understanding

1. Demonstrate knowledge and understanding in the field of international marketing, including both an overview of the field and insight into current research, as well as specialized knowledge in certain areas of the field.

Competence and skills

2. Demonstrate an ability to critically interpret and analyze complex phenomena, issues and situations within the field of international marketing;
3. Demonstrate an ability to plan and, through an informed choice and use of appropriate methods, search, collect and assess data within the field of international marketing;
4. Demonstrate an ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments which they are based on by following academic requirements and guidelines for the contents, language and form.

Judgement and approach

5. Demonstrate an ability to critically discuss relevant disciplinary, social and ethical issues within the field of international marketing;
6. Demonstrate an ability to critically discuss complex phenomena, issues and situations which are of relevance to the field of international marketing.

Entry requirements

Bachelor degree of 180 HE credits, with 90 HE credits in the major subject field of business administration or equivalent.

The forms of assessment of student performance

The students carry out a written exam (learning outcomes 1, 5 and 6) and written assignment (s) with individual presentations at seminars (learning outcomes 1-6).

Detailed instructions, grading criteria, and the schedule for all assessment elements for regular examination and re-examination will be presented in the course description at the course introduction.

Course contents

The course is divided into three main subject areas: analysis, strategy development and implementation.

Part 1 focuses on the analysis of the international marketing environment. It provides an introduction to how the international marketing environment influences the way firms operate.

Part 2 explains the international marketing strategy options available for small, medium-sized and large companies that will enable them to compete effectively in global markets.

Part 3 deals with the international communication, distribution and pricing strategies that support the introduction and development of the business in the various worldwide markets.

Other regulations

Course grading: F/Fx/E/D/C/B/A - Insufficient, Insufficient- more work required before the credit can be awarded, Sufficient, Satisfactory, Good, Very Good, Excellent

Course language: English

General rules pertaining to examination at University West are available at www.hv.se.

If the student has a decision/recommendation on special support due to disability, the examiner has the right to examine the student in a customized examination form.

Cycle

Second cycle

Progressive specialization

A1N - second cycle, has only first-cycle course/s as entry requirements

Main field of study

Business Administration