



APPLIES TO ACADEMIC YEAR 2009/2010

EXC 2502 International Marketing

Programme

Bachelor in Business Administration (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Objective

The purpose and learning outcome of the course is that the students will develop knowledge of analysis of internal and environmental factors that are important for businesses operating in international markets. Moreover, the students will develop knowledge of methods by which enterprises can develop viable international market strategies and apply these methods in business cases.

Prerequisites

General knowledge of business administration subjects.

Compulsory reading

Books:

Hollensen, Svend. 2007. Global marketing. 4th ed. Harlow : Prentice Hall/Financial Times

Articles:

Solberg, Carl Arthur. 1997. A framework for analysis of strategy development in globalizing markets. Journal of International Marketing. Vol. 5 Issue. p9, 22p, 2 charts; (AN 4452194)

Recommended reading

Course outline

1. The international business environment
2. The internationalization process
3. Development of international marketing strategies
4. The use of marketing mix in international marketing

Computer-based tools

Computer-based tools are not used.

Course structure

The course is based on 42 hours and includes 30 hours of lectures and 12 hours of case discussions.

Examination

Assessment is based on a case presentation prepared by groups of 3 - 5 students and on individual participation in case discussions. The students present their case and manage a discussion. The quality of the analysis and recommendations in the case presented accounts for 20% of the total grade. The quality of the presentation and management of the succeeding class discussion also accounts for 20%. Finally, the students participate in discussions of three other cases and their contribution to the discussion in each of the cases account for 20% of the final grade. Feedback and all grades are given in class at the end of each case session. Note

that attendance at case discussions is compulsory since student assessment is based on the cases

Exam code(s)

EXC 25021 - Process evaluation. Case analysis and recommendations, case presentation and management of class discussion and 3 participations in discussions accounts for 100% of the grade in the course EXC 2502 International Marketing, 6 ECTS credits.

Examination support materials

Textbook and article (see literature) plus personal handwritten notes.

Re-sit examination

A makeup exam is held in connection with the next scheduled exam in the course.

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time autumn 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.