



APPLIES TO ACADEMIC YEAR 2009/2010

## GRA 6426 International Marketing Management

### Programme

Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in International Marketing and Management, Master of Science in Strategic Marketing Management, Specialization Course

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

Globalisation of markets and industries forces firms to take an active stance to international markets. This course addresses the process that firms undergo in their international marketing endeavour and treats critical issues in developing and implementing marketing strategies in international markets.

### Learning outcome

The students should at the end of this course have a thorough understanding of the main challenges facing firms in international markets. The course will, through lectures, group work, cases and work-shops highlight key strategic problems and discuss their solutions. Emphasis is placed on the students' ability to analyse different strategic situations of firms operating in international markets.

### Prerequisites

A bachelor degree in Business, Marketing or eq.

### Compulsory reading

#### Books:

Doole, Isobel and Robin Lowe. 2008. International marketing strategy : analysis, development and implementation. 5th ed. London : Cengage Learning

#### Collection of articles:

A collection of scientific articles and readings. Examples of journals: European Business Journal, Management Research News, Journal of International Marketing. A list of compulsory readings will be provided on Blackboard or in class.

#### Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

### Recommended reading

#### Other:

Text books and articles pertaining to the topic of the chosen term paper. UN publications, government white papers, newspapers/magazine articles, academic articles etc are all relevant.

### Course outline

#### Module 1

Introduction

The international marketing environment: Globalisation, institutions, markets and development  
The internationalisation process of firms

Strategy development and strategic thrusts

*Module 2*

Market selection and market coverage  
Entry modes  
Standardisation / adaptation of the marketing mix  
Monitoring channels in international markets  
Market information in international markets

*Module 3*

Case seminar

**Computer-based tools**

Not compulsory in this course. However, search in databases is strongly recommended for the term paper.  
Blackboard

**Learning process and workload**

The course will be carried out in three parts. Part 1 will basically consist of lectures and class discussions. In part 2 the students will present an outline of their term paper and will get feedback on their drafts, both from the professor and from fellow students. Part 3 will in its entirety consist of case seminars. Four cases will be treated by groups of students.

An off-campus seminar will entail some costs for the student (accommodation and travel).

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific information regarding student evaluation will be provided in class.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

**Examination**

Evaluation is based on three components: term paper 1/3, case presentation 1/3 and case discussions 1/3. All parts of the evaluation need to be passed in order to get a grade in the course.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

**Exam code(s)**

GRA 64261 accounts for 100% of the final grade in the course GRA 6426.

**Examination support materials**

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

**Re-sit examination**

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

**Additional information**

**Honor Code**

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.

