



APPLIES TO ACADEMIC YEAR 2009/2010

## GRA 6427 Advanced Topics in International Marketing

### Programme

Advanced Specialization Course (MSc), 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 Marketing (Marketing)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

Globalisation of world markets has considerably changed the rules of the game for business and governments alike. This course analyses the globalisation phenomenon from a firm perspective, and discusses the fundamental theoretical tenets pertaining to strategic responses to globalisation.

### Learning outcome

The students should at the end of this course be able to formulate and carry out research projects relating to strategic development of firms in globalising markets. Particular emphasis will be placed on consequences of globalisation trends on competitive structure, strategic thrust in globalising markets, entry / operation modes, standardisation / adaptation of the marketing mix and governance of marketing channels.

### Prerequisites

A bachelor degree. A basic course in international marketing is recommended.

### Compulsory reading

#### Articles:

A list of compulsory readings will be provided on Blackboard or in class.. Compilation of articles

#### Other:

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

### Recommended reading

#### Books:

Jain, Subhash C., ed. 2003. Handbook of research in international marketing. Cheltenham: Edward Elgar

### Course outline

#### Module 1

Introduction, group formation.  
Critical issues and problems of globalisation.

#### Module 2

Globalisation, industrial organisation (IO) and strategic groups  
Theoretical explanations of internationalisation (TCA, network, organisational capability)  
Strategy development and strategic thrusts

#### Module 3

Standardisation / adaptation of the marketing mix

#### *Module 4*

Control of marketing operations in international markets

#### *Module 5*

Research implications. Preparation seminar for the term paper

#### **Computer-based tools**

Not compulsory in this course.

#### **Learning process and workload**

The course will be carried out in five modules three of which over nine hours. Module 1 will basically be an introduction and give a critical perspective of the drive towards globalisation, including consequences for investment and trade and for the environment. In module 2-4 the students will present papers pertaining to the topics covered, constituting the platform for in depth discussions of relevant theoretical issues. In module 5 (six hours) we will examine research implications of the discussions in the preceding modules and the formulation of the final term paper.

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: two theory papers (40%), a final term paper (40%) and class participation (20%). Termpaper is written in groups of max 3 students.

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)**

GRA64271 accounts for 100% of the final grade in the course GRA 6427.

#### **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.