

**SYLLABUS**

# **International Marketing 7.5 credits M0014N**

**Internationell marknadsföring**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE  
2022-06-14**

# International Marketing 7.5 credits M0014N

## Internationell marknadsföring

### First cycle, M0014N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG *	Företagsekonomi	Business Administration

### Main field of study

Industrial and Management Engineering, Business Administration

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and completed courses of at least 60 credits in the subject area Business Administration with at least the grade Pass. This must include the following course; Principles of marketing (M0015N or M0004N) 7,5 credits or equivalent knowledge. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 1-165 credits.

## Course Aim

After passing the course, the student should be able to:

Knowledge and understanding

1. Describe and explain key concepts, theories and models related to international marketing.

Competence and skills

2. Apply tools and concepts related to international marketing in order to analyze a real company/brand planning on entering a new, international market.
3. Analyze internal and external factors influencing a company's international marketing strategy.
4. Analyze and develop a SWOT analysis and marketing objectives for an actual company.
5. Analyze and develop an international marketing strategy, including a part of the marketing campaign being developed incorporates a form of corporate social responsibility (CSR).

Judgement and approach

6. Analyze and evaluate international marketing from an international, CSR perspective, with the help of theories connected to the area.
7. Apply a strategic approach to define problems in international marketing campaigns and critically reflect upon and develop a company's marketing practices.
8. Apply what they have learned in the form of a written marketing plan and oral presentation.
9. Critically reflect on one's own learning within the subject area

## Contents

In the 21st century, globalization is having an impact on all aspects of business strategy, both for SMEs and MNEs. The course is considered a “capstone course” and aims to ask students to take what they have learned from previous courses (lectures and textbooks), as well as continue learning about marketing from an international perspective in this course. As a capstone course, it is project-based, with students working primarily in teams to develop a comprehensive, international marketing campaign with a CSR component added to it. This shows them that companies and their brands can not only continue to utilize marketing to make more money but make a difference in the world as well. Areas covered in the course include developing a comprehensive, international marketing campaign (and marketing plan) to help an actual company/brand not only create more revenue but make a positive difference in the world as well. To do this, students learn about writing a marketing plan, including but not limited to an introduction focused on globalization and the increased importance of international marketing; a situation analysis that leads to an overall SWOT for the project they are working on; developing specific, measurable marketing objectives; developing a strategy through the 4 Ps to reach those objectives; and a marketing activity chart that aids in the implementation of that international marketing campaign. The course highlights the importance of different aspects of international marketing, both at a strategic but also tactical level.

## Realization

Each course occasion’s language and form is stated and appear on the course page on Luleå University of Technology's website.

This course includes lectures, workshops, individual assignments, and group assignments. Students will practice independent work with individual assignments, as well working in small teams. The students will practice problem solving and collaboration capabilities through group assignments. They will work on a group project work that prepares the students for careers in international marketing, as they will design, conduct and present an international marketing campaign. During lectures, the students get to engage in group discussions that help them to critically analyze current topics, such as the role of CSR in international marketing efforts.

The course is given in English; thus, students will practice their ability to communicate in spoken and written English.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is assessed through both individual and group assignments.

Course aims 1-7 are assessed through written group assignment and group oral presentation.  
Course aim 8 is assessed through an individual assignment.

Active participation and attendance are required to pass the course.  
Results from all parts of the examination are weighted together for the final course grade (U/G/VG).

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term “unauthorized aids” refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Due to similar content, the course cannot be included in a degree together with the courses M0006N, M0020N, M0028N or other courses with similar content.

## Overlap

The course M0014N is equal to M0020N, IEM329, M0006N

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Oral group presentation	U G#	2.5	Mandatory	A21	
0003	Individual assignments	U G#	1	Mandatory	A21	
0004	Written group assignment	U G#	4	Mandatory	A21	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-06-14

## Syllabus established

by Department of Business Administration and Social Sciences 2007-02-28