

SYLLABUS

Global Marketing Strategy

7.5 credits M7034N

Strategier för global marknadsföring

Course syllabus admitted: Autumn 2023 Sp 1 - Present

DECISION DATE
2022-02-11

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Strategier för global marknadsföring

Second cycle, M7034N

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

Main field of study

Business Administration

Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass. This must include the following course: Principles of Marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 30-285 credits

Course Aim

After passing the course the student should be able to:

- identify and describe the challenges faced by companies as a result of globalization
- identify, describe and explain how the global marketing environment is affecting marketing strategies
- identify, describe and explain the various means of competition that can be used to better plan, organize and control the company's marketing activities
- identify and develop global strategies in multinational companies
- identify and develop entry strategies for international markets

Contents

The company needs to gain a competitive advantage by going international. The task of global marketing strategy is complex when the company aims at one foreign market. It is much more complex when the company starts operations in several countries. The course offers an analytic strategy-oriented framework for going international, selecting foreign markets, adopting modes for market entry and the development and implementation of global marketing programs. Students learn to analyze, select and evaluate the appropriate conceptual frameworks for approaching the main management decisions connected to the global marketing process, and as a result understand how the firm can achieve global competitiveness through the design and implementation of market-responsive programs.

Realization

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

Lectures/lessons, seminars, group assignments, case studies and/or project work. The course is given in 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. In a written test, the student should demonstrate ability to:

- identify, describe and explain how the global marketing environment is affecting marketing strategies
- identify, describe and explain the various means of competition that can be used to better plan, organize and control the company's marketing activities
- identify and develop global strategies in multinational companies
- identify and develop entry strategies for international markets

In compulsory assignments, the student should demonstrate ability to

- identify, describe and explain how the global marketing environment is affecting marketing strategies
- identify, describe and explain the various means of competition that can be used to better plan, organize and control the company's marketing activities
- identify and develop global strategies in multinational companies
- identify and develop entry strategies for international markets

A requirement for passing the course is attendance at compulsory sessions

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, not 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.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Compulsory tests and assignments	U G VG *	7.5	Mandatory	A12	

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 2022-02-11

Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2012-03-14