

## Course Syllabus

### **International Business and Marketing 15 Credits\*, Second Cycle Level 1**

#### **Learning Outcomes**

##### *Knowledge and understanding*

After completing the course, the student shall be able to:

- demonstrate deeper knowledge regarding theories and methods of marketing, particularly with respect to international trade. (1)

##### *Competence and skills*

After completing the course, the student shall be able to:

- critically analyze theories on marketing of goods and services for international markets. (2)
- conduct business landscape analysis for the development of marketing strategies. (3)

##### *Judgement and approach*

After completing the course, the student shall be able to:

- demonstrate insights into how globalization affects businesses and marketing from an ethical perspective. (4)

#### **Course Content**

The course deals with the factors that drive a company or organization that established some form of activity – export, import, and production – in foreign markets. These factors' effect on companies' and organizations' strategies to establish operations will be discussed and analysed related to driving forces and other influencing factors. To gain an understanding for how internationalization affects we will within the frames of the course also deal with how the multinational corporation can be organized. Another aspect that is

dealt with during the course is the characteristics of markets and how they function. System changes in countries affect to a high degree companies/organizations where it is important to also focus on how a market in change affects the international company/organization. Related to this is also what type of products that is sold where products with different characteristics affect strategies for marketing, interaction as well as investments in different ways. Ethical issues related to international business will also be highlighted during the course.

### **Assessment**

Goals 1 and 2 are examined through a course paper (7.5 credits).

Goals 3 and 4 are examined through seminars (7.5 credits), where the student discusses scientific articles.

### **Forms of Study**

Lectures and seminars during which students discuss scientific articles. The students are expected to prepare for the seminars. The students will also work with their course paper.

### **Grades**

The Swedish grades U–VG.

To achieve VG in the whole course a VG for the course paper is required.

### **Prerequisites**

90 credits First Cycle Level including the courses Financial Management and Accounting A 15 credits, Organization and Marketing A 15 credits and Marketing B 7.5 credits

### **Other Information**

The course replaces FÖ 3009 International Business and Marketing - Graduate Course

### **Subject:**

Business Administration and Management

### **Group of Subjects:**

Business Administration

### **Disciplinary Domain:**

Social Science, 100%

### **This course can be included in the following main field(s) of study:**

1. Business Administration and Management



**Progression Indicator within (each) main field of study:**

1. A1N

**Approved:**

Approved 26 February 2015

Valid from 12 May 2015