1 Name, Scope and Level of the Course

The course is provided by the University of Skövde and is named International Marketing G2F. It comprises 15 credits and is on basic level. The level of progression of the course is G2F.

2 Objectives

Upon the successful completion of the course the students should be able to:

- demonstrate deep knowledge and understanding of international markets’ structures and functioning mechanisms,
- identify and highlight why the international market is an entirely different arena for a company and its’ management in contrast to the domestic market,
- analyze, identify and demonstrate the underlying mechanisms which link the international marketers’ domestic and foreign market operations,
- demonstrate the need of models, theories and strategies which reflect the international markets distinguishing characteristics and apply them into reality,
- analyze international markets applying the models and theories to determine the need of product, price, promotion and distribution channels adaptation to satisfy customer needs,
- identify and highlight the various international political, cultural, social, economic and legal environmental factors and their impact on the international marketers’ role and how these factors can be dealt with,
- critically review, reflect over and assess academically produced reports which deal with international marketing.

3 Course Content

The course is composed of seven main parts. The first part addresses international markets’ structures and functioning mechanisms. The second part deals with the differences among the international markets and the domestic market. The third part comprises the underlying mechanisms which link the international marketers’ domestic and foreign markets operations. The next part covers the models, theories and strategies which reflect the international markets distinguishing characteristics and how to apply them into reality. Thereafter, the international markets are analyzed with the help of the models, theories and strategies to determine the need of products, price, promotion and distribution channels adaptations to satisfy customer needs. The sixth part identifies and highlights the various international political, cultural, social, economic and legal environmental factors and their impact on the international marketers’ role and how those factors can be dealt with. Finally, one important part of the course is critical review, reflection over and assessment of academically produced reports which deal with international marketing.
4 Forms of Teaching

The teaching comprises lectures, supervision, group works and compulsory seminars.

The teaching is conducted in English.

5 Examination

The course is graded A (Excellent), B (Very good), C (Good), D (Satisfactory), E (Sufficient) or F (Fail).

Registration of examination results:

<table>
<thead>
<tr>
<th>Name of examination</th>
<th>Credits</th>
<th>Grading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written examination</td>
<td>10 credits</td>
<td>A/B/C/D/E/F</td>
</tr>
<tr>
<td>Written assignments and seminars</td>
<td>5 credits</td>
<td>A/B/C/D/E/F</td>
</tr>
</tbody>
</table>

1 Determines the final grade of the course.

Students with a permanent disability who have been approved for special educational support may be offered adapted or alternative examinations.

6 Admission Requirements

Prerequisite courses for this course are: Passed courses: IE312G-Marketing Management II G1F and FÖ114G-Organization and Management I G1N and IE116G-Management Accounting I G1N (or the equivalent). Since the level of progression of the course is G2F the prerequisites are at least 60 credits in business administration, industrial management, law, statistics, economics and/or social psychology, where the courses above are included.

7 Subject, Main Field of Study and Disciplinary Domain

The course forms a part of the academic subject area of Business Administration. The course is a part of the main field of study in Business Administration at the University of Skövde. The course can also be a part of the main field of study in Industrial Management, Economics. The disciplinary domain of the course is Social Sciences.

Every course at the University of Skövde belongs to a subject. The division of subjects is used for follow-up and quality assurance. A main field of study is an area in which a degree can be awarded. Disciplinary domain is a division which is used by the government for the allocation of resources for studies at basic level and advanced level.

8 Approval of Course and Course Syllabus

The course was approved by the Curriculum Committee for Business on 6 December 2017. This course syllabus was approved by the Curriculum Committee for Business on 25 February 2020. It is valid from 1 July 2020 and replaces the course syllabus approved 6 February 2019.

9 Overlapping with Another Course

This course cannot constitute a part of a degree also containing a course the content of which is totally or partly equivalent to the content of this course.

10 Additional Information

Further information will be available on the university’s website before a course is given.

National and local regulations for higher education are available on the university’s website.

Upon completion of the course there will be a follow-up. The main purpose of this follow-up is to contribute to improvements of the course. The students’ experiences and views constitute one of the criteria for the follow-up and are gathered by means of course evaluations. The students will be informed of the results of the follow-up and any decisions regarding actions that are to be taken.

11 Course Literature and Other Educational Materials


Compendium.

Reference literature