UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

International Marketing G2F

15 credits

Course code: FÖ529G
Version number: 11.1
Valid from: 1 July 2026
Ratified by: Curriculum Committee for Business
Date of ratification: 2 December 2025

1. General information about the course

The course is provided by the University of Skövde and is named International Marketing G2F (Internationell marknadsföring G2F). It comprises 15 credits and is a first-cycle course. The level of progression is G2F.

The course is a part of the main field of study in Business Administration. The disciplinary domain of the course is Social Sciences.

2. Entry requirements

The course has the following entry requirements: passed FÖ307G Marketing Management II G1F (or the equivalent). Since the level of progression of the course is G2F the prerequisites are passed courses of at least 60 credits in: Business Administration, Industrial Management, Law, Statistics, Logistics, Economics or Social Psychology, where the course above is included.

A further requirement is proof of skills in English equivalent of studies at upper secondary level in Sweden, known as the Swedish course English 6 or English level 2. This is normally demonstrated by means of an internationally recognized language test, e.g. IELTS or TOEFL or the equivalent.

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. 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,
- indentify 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.

5. Examination

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

The examinations of the course consist of the following modes of assessment:

- **Written examination**
  10 credits, grades: A/B/C/D/E/F (determines the final grade)
- **Written assignments and seminars**
  5 credits, grades: A/B/C/D/E/F

Students with a permanent disability who have been approved for directed educational support may be offered adapted modes of assessment.

6. Types of instruction and language of instruction

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

The teaching is conducted in English.

7. Course literature and other educational materials

Hollensen, S. (2020). *Global marketing* (8th edition). Pearson education. ISBN 978-1-292-25180-6 (print), 978-1-292-25183-7 (PDF), 978-1-292-25182-0 (ePub).

Compendium.

Reference literature

Alon, I., Jaffe, E., Prange, C. & Vianelli, D. (2016). *Global marketing: Contemporary theory, practice, and cases* (second edition). Routledge. ISBN : 978-1-138-80787 – 7 (hbk), ISBN : 978-1-138-80788 – 4 (pbk) ISBN: 978-1-138-80789 – 7 (ebk)

8. Student influence

Student influence in the course is ensured by means of course evaluation. The students are informed about the results of the evaluation and potential measures that have been taken or are planned, based on the course evaluation.

9. Additional information

Further information about the course, as well as national and local governing documents for higher education, is available on the website of the University of Skövde.