



AI213V International Industrial Marketing 15.0 credits

Internationell industriell marknadsföring

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for AI213V valid from Spring 2009

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Completed upper secondary education incl documented proficiency in English and a minimum of 15 credits in Business Studies or equivalent.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

This course gives a basic introduction to the difficulties and options that international marketing offers. The course is aimed to be a practical tool for the application of modern marketing tools and theories within international industrial marketing.

Course contents

1. A theoretical part, the regulation of international trade, WTO, IMF, the development of the international market, adjustments of products, services and promotion to the situation in different countries, selection of distribution methods, pricing including transfer pricing.
2. An applied part that will be covered by a number of business case studies covering a wide variety of product, markets and situations in international and global marketing.

Disposition

The course is given as a summer course with the possibility to undertake most of the studies as distance learning.

Course literature

Engdahl, Carl-Axel, Internationell Marknadsföring, fjärde upplagan.

Course material including cases.

Alternative textbook in English for English speaking students.

Equipment

None

Examination

- LAB1 - Laboratory Work, 1.5 credits, grading scale: P, F
- LAB2 - Laboratory Work, 1.5 credits, grading scale: P, F
- PROA - Project, 4.5 credits, grading scale: A, B, C, D, E, FX, F
- TEN1 - Examination, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

The examination consists of two parts

1. A written essay on a subject within the course area of studies. The subject has to be selected in collaboration with the course leader.
2. A written examination;

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.