



# AI213V International Industrial Marketing 15.0 credits

Internationell industriell marknadsföring

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

## Establishment

Course syllabus for AI213V valid from Spring 2010

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

180 credits on university level in Engineering, Natural Science, Economics/Business Administration or Planning including at least 15 credits in Business Administration.  
Documented proficiency in English B or equivalent (TOEFL, IELTS e g).

## 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, using the KTH distance learning system BILDA on the web.

Schedule for the summer 2011: All times 8.30 -12.30 (am) The course starts on Thursday June 9, and then Friday June 10, Wednesday June 15, and Thursday June 16.

## Course literature

Engdahl, Carl-Axel, Internationell Marknadsföring, fjärde upplagan. Course material including cases.

Alternative textbook in English for English speaking students.

## Equipment

None

## Examination

- 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
- LAB2 - Laboratory Work, 1.5 credits, grading scale: P, F
- LAB1 - Laboratory Work, 1.5 credits, grading scale: P, 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.

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

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 exam, two examinations given during the summer, one in June-July and the second in late August.

## Other requirements for final grade

Requirements for the final grade for the course is that all elements of the course cleared of both those who are rated P and those with grades AF.

## 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.