

**MSC IN ECONOMICS AND BUSINESS ADMINISTRATION
(INTERNATIONAL MARKETING)**

2ND SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION

<p>Module title, ECTS credits (and possibly STADS code)</p> <p>Module 5a Export Marketing</p> <p>5 ECTS STADS Code: SBH700068D</p>
<p>Location</p> <p>2nd semester, Spring Semester, MSc in Economics and Business Administration (International Marketing)</p>
<p>Module coordinator and teachers</p> <p><i>Module Coordinator</i> Professor, John Kuada, kuada@business.aau.dk</p> <p><i>Module Team:</i> Professor, John Kuada - AAU, kuada@business.aau.dk Keld A. Christensen - AAU, arenholt@business.aau.dk Ricky Frampton - DESMI Dorthe Serles - Brazbiz Emmanuel Obad - Peemix</p>
<p>Type and Language</p> <p>Module Type: Course Module (Elective) Language of Instruction: English</p> <p>The module is taught in English, and students are required to write their written exam assignment in English.</p>

Objectives

The aim of module 5a is to provide the student with knowledge, skills and competences within theories and models explaining export marketing processes and strategies.

- *To become aware of export motives and growth strategies*
- *To understand the determinants of entry strategies;*
- *To gain insights in export market research and target market selection decisions*
- *To acquire skills in export knowledge acquisition*
- *To acquire skills in export sales negotiations*
- *To gain insights in export performance measures*

Academic Content and Conjunction with Other Modules/Semesters

Graduates are increasingly being hired as knowledge workers, whose main responsibility is to create business knowledge. Thus, there is an increasing need for graduates with skills and competencies in creating business knowledge.

Export marketing constitutes the first step in international marketing processes. The module will therefore introduce the student to theories, models and tools for understanding export marketing processes and alternative strategies for improving a company's competitiveness in existing and new export.

Upon completion of the module, the student will:

- Be able to demonstrate knowledge of theories and models of export marketing.
- Have acquired skills and competences in applying the theories and models in analysing export marketing issues/problems of international companies within a global business context.

Scope and Expected Performance

The expected scope of the module in terms of ECTS load. This comprises number of teaching hours, exercises, preparation time, travel activity (if applicable) etc.

Total hours: 5 ECTS x 27hrs = 135 hrs

Activity	Hours
Teaching	14
Workshops	10
Preparation for the sessions	53
Workshop and exam preparation	4
Exam	4
Exam preparation	50

Participants

2nd semester students enrolled in the MSc programme in Economics and Business Administration (International Marketing/International Business Economics).

Other degree students or guest students who wish to participate in the module may apply to the study board.

Prerequisites for participation

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Business Economics/International Marketing). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

Module Activities

Overview of sessions:

Readings:

Selected papers uploaded on moodle.

Sessions:

1/ Growth and direction of international trade, export motives and growth objectives

2/ Export Opportunity Analysis

3/ Choice of Entry Modes and Export channels of distribution

4/ Export Promotion Policies

5/ Export Performance Measures

6/ Export Sales Strategies - Desmi

7/ Exporting to Emerging Markets - Brazil

8/ Exporting to Emerging Markets - Some Contextual Challenges

9/ Starting a small export business in Denmark

Examination

The exam is an internal 4-hour “take home” open book individual written exam on a case study and an essay question with equal contribution to the final mark.

Submissions to be uploaded to Digital Exam: <https://digitaleksamen.aau.dk/>

Size of the submission is max 12,000 characters. When calculating the size of the submission tables and figures are included whereas references, appendices, front page, table of contents are excluded.

See further information about examination procedures and standard requirements in moodle:

<https://www.moodle.aau.dk/course/view.php?id=28665>

Examination date: **Monday 18/3 2019, 9.00-13.00**

Assessment criteria:

Assessment is made on the basis of the formulated learning objectives and evaluation criteria described in the curriculum.

Grading according to the Danish 7-point grading scale. The grade has a weight of 5/120.

The grade 12 is given for an excellent performance which displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance of the objectives of the module.

Visit this link for details on grading:

http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf