

**MSc in Economics and Business Administration  
(INTERNATIONAL MARKETING)**

**2<sup>ND</sup> SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION**

<p><b>Module title, ECTS credits (and possibly STADS code)</b></p> <p>Module 5b Contemporary Issues in International Marketing</p> <p>5 ECTS STADS Code: SBH700069D</p>
<p><b>Location</b></p> <p>2<sup>nd</sup> semester, Spring Semester, MSc in Economics and Business Administration (International Marketing)</p>
<p><b>Module coordinator and teachers</b></p> <p><i>Module Coordinator:</i> Associate Professor Mohammad B. Rana, <a href="mailto:mbr@business.aau.dk">mbr@business.aau.dk</a></p> <p><i>Teaching Staf:</i> Associate Professor, Mohammad B. Rana, (MBR) <a href="mailto:mbr@business.aau.dk">mbr@business.aau.dk</a> Associate Professor, Arnim Decker, (AD) <a href="mailto:decker@business.aau.dk">decker@business.aau.dk</a> Associate Professor, Khalid Saifuddin, (KS) <a href="mailto:skhalid@health.sdu.dk">skhalid@health.sdu.dk</a> Assistant Professor, Jonas Strømfeldt Eduardsen, (JSE) <a href="mailto:jse@business.aau.dk">jse@business.aau.dk</a></p>
<p><b>Type and Language</b></p> <p>Module Type: Course Module (Elective)</p> <p>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**

### **Aim**

The aim of the module is to give students an insight and understanding on contemporary and emergent issues affecting international marketing functions, growth, strategies and sustainability. Contemporary and emergent issues of IM shall be selected based on two perspectives: one is the organizational and product management issues, while the other is environmental issues- i.e. market, society, technology, etc.

### **Learning objectives**

Upon completion of the module, students will be able to:

Knowledge: Define, understand and reflect on key concepts and mechanisms of contemporary and emergent issues affecting International Marketing.

Competence: Ability to apply the knowledge and strategic notion in case/problem studies in class-room settings and in real life situation of international marketing.

Learning and competences from the course would help students do their internship and thesis, because they would be exposed to the contemporary and emergent issues and thus they can reflect them in internship/thesis writing and in their professional work.

## **Academic Content and Conjunction with Other Modules/Semesters**

### **Content, teaching and student work format**

The module presents the contemporary as well as emerging issues and concepts and their implicit mechanism and effect in international marketing. This would comprise mainly three major themes: '*emergent sentiments/discourses*', '*product and market innovation and artificial intelligence*', '*big-data and digital analytics on social media platform in relation to international marketing*'. The teaching of these themes would comprise literature reading, lecture, workshop, guest lecture and case studies. The emphasis would be given on analytical and problem solving capability of the students in relation to implications of these three themes in international marketing. Every lecture on the theme would comprise brainstorming on current discourses, examples, cases. Thus, the course will not only teach managerial skills but also inform students about the exiting analytical tools being used in IM.

### **Scope and Expected Performance**

The module has a load of total 7 academic lectures of 5 ECTS (7 lecture sessions + 1 guest lecture from the company). This, however, includes 5 ECTS students' workload in terms of personal study and examination.

The module comprises 7 teaching sessions each of 1:45 hours.

*Note that the focus of this course is not to teach students the hands-on skills on analytics or big data analytics but to inform students on the use of emergent issues, such as sentiments, product/market innovation, Artificial intelligence, Big data, and social media analytics, in relation to international marketing operation and management.*

Students are expected to read articles/chapter for every teaching session, attend the workshop and guest lecture, and finally qualify in the 24-hour assessment in order to successfully complete the course.

### **Participants**

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

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

The teaching sessions are divided into three themes:

### **THEME 1: ('emergent sentiments and discourses in IM': two sessions)**

#### *1. Positioning and sustaining Based on Emergent sentiments and Discourses in IM (MBR):*

The lecture will discuss emergent sentiments (e.g. ideology, religiosity, nationalism & patriotism, ecological sentiments, ethics and Sustainability in IM) and discourses that affect international marketing activities. The lecture will highlight the following questions: How to understand and track those sentiments/discourses, why these sentiments emerge, how those sentiments affect IM functions and strategies, and how to manage and cash-in on those sentiments and discourses to win in international marketing, how do firms integrate sustainability issues and ensure synergy in international marketing?

### **THEME 2: product/market Innovation and Artificial Intelligence in IM': TWO sessions) (MBR)**

#### *2. Sustaining through innovation in International marketing (MBR):*

The lecture will explain the concept of innovation in international marketing. It will discuss the following questions: How to beat the most powerful competitors through innovation; how sustainability and innovation affect the development of a new business model, which leads to competitive advantage and legitimacy of product, process and market e.g. BOP; how to create and disrupt international markets; how to manage between customers in IM (B2B contexts).

#### *3. Creativity/ Newness and Artificial Intelligence in Product-Market Innovation (MBR):*

The lecture will consist of two parts. The First part will shed light on the concept of product innovation from radical and incremental perspectives, discuss how modular innovation and architectural innovation could affect the international market management, and how modular innovation can disrupt the market and create radically innovative product in IM. This will be discussed from the perspective of how modular innovation could help leapfrog a firm from the conventional product life cycle and stay forefront in competition.

The second part of the lecture will discuss how Artificial Intelligence (AI) can contribute to product innovation and competitive advantage, how AI creates values in International marketing, and how AI will contribute to create new values in modular innovation, architectural innovation, process innovation, and market innovation. .

### **THEME 3 : (Big Data and Digital Analytics in IM: Four Sessions)**

#### *4. Introduction to Big Data and Digital Analytics (JSE):*

This session will introduce students with the concept of Big Data and its various dimensions. The lecture will discuss the relation between big data and the digital analytics, and social media & digital analytics in relation to international marketing. Different types of big data and digital analytics will be introduced that are used in IM. This session will further discuss how big data can be used in international marketing management, its opportunities and challenges in relation to market segmentation and positioning of the product. .

#### *5. The key concepts and components of digital analytics and information systems in IM: (AD)*

The lecture will discuss various uses of digital analytics in international marketing from the applied perspective. The complexity and value creation by digital analytics will be discussed. This will include a demonstration from the open-source software framework called 'Apache Hadoop' that helps international marketing to process and store very large sets of data and formulate strategic decisions on 4P, segmentation.

The lecture will further include text analysis and sentiment analysis from the perspective of international marketing using R- Statistical package.

#### *6. The use of Digital Analytics in the case of social media data: (KS)*

The major focus of this lecture will be to introduce digital analytics that can be used for different social media platforms (i.e. Facebook, google ad, twitter, You Tube). The aim of the lecture is to demonstrate and teach a few analytic tools, their use, and implications in international marketing decision making, for example, positioning and branding strategy development. Students will be well aware of the digital analytics and their use in social media from the practical perspective.

#### *7. Focus on a specific social media analytic and its use in international marketing (KS)*

The lecture will focus on a specific social media analytic and highlight how that particular analytics can help promote a brand including brand-visibility and brand recognition. In this lecture, students will have an opportunity to apply social media analytics in a simulated context.

### **Examination**

The exam is an internal 24-hour “take home” open book individual written exam, where students will choose a topic from a list of topics and prepare a written answer to the topic (a form of essay; see the exam guidelines) to be submitted electronically to Digital Exam: <https://digitaleksamen.aau.dk/>

Size of the submission is max 24,000 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 of submissions in moodle:

<https://www.moodle.aau.dk/course/view.php?id=28664>

*Start of Examination: Wednesday 3/4 2019 at 9.00.*

*End of Examination: Thursday 4/4 2019 at 9.00.*

### **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](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)