

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

**1<sup>ST</sup> SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

<p><b>Module 1</b>  <b>International Strategic Marketing and Consumer Behaviour</b>          10 ECTS          STADS Code: SBH700062K</p>
<p><b>Location</b>          1. semester, Autumn semester, MSc in Economics and Business Administration          (International Marketing)</p>
<p><b>Module Coordinator</b>          Research Assistant Jeanne Sørensen Bentzen, <a href="mailto:jeas@business.aau.dk">jeas@business.aau.dk</a></p> <p><b>Lecturers:</b>          Professor Svetla Marinova, <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a>          Research Assistant Jeanne Sørensen Bentzen, <a href="mailto:jeas@business.aau.dk">jeas@business.aau.dk</a>          Associate Professor Ernesto Tavoletti, University of Macerata          CEO Niels Træholt, MED24 - Guest Lecturer</p> <p><b>Secretariat Assistance</b>          Secretary - MSc International Marketing Birgitte Krogner          Fibigerstræde 11 Room 81          Phone: +45 9940 8051          E-mail: <a href="mailto:bk@business.aau.dk">bk@business.aau.dk</a></p>
<p><b>Type and Language</b>          Module Type: Course Module          Language of Instruction: English          The module is taught in English.</p> <p>Students are required to write their projects in English and sit their oral examination in English.</p>

### **Objectives**

The objective of this module is to provide students with an insight into central theories of international marketing strategy and consumer behavior.

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

#### **Knowledge:**

- Demonstrate research based knowledge of theories, concepts and models within the areas of consumer behavior and international strategic marketing
- Explain the role of insights into consumer behavior in developing international marketing strategy.

#### **Skills:**

- Select and apply relevant constructs to analyze consumer behavior
- Apply knowledge of consumer behavior and international strategic marketing to formulate strategic marketing decisions.
- Evaluate theoretical and practical problems within International strategic marketing and consumer behavior to propose relevant international strategic marketing decisions.

#### **Competencies:**

- Systematically reflect upon the meaning of the different theories, constructs and models of consumer behavior and international strategic marketing to understand and work with central international marketing problems
- Independently analyze complex international strategic marketing problems and critically reflect upon consumer behavior to identify international marketing opportunities for goods and service, formulate and propose suggested solutions.

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

This is the first module that the international marketing students will take. It therefore lays the foundation for the subsequent modules by introducing students to the theoretical foundation of international strategic marketing and consumer behavior. The teaching will take the form of lectures, cases and seminars, where appropriate.

### Scope and Expected Performance

The module is designed to cover 10 ECTS comprising a total of 270 hour workload. This includes lectures, exercises and/or seminars with teachers in connection with students' work on their mini-projects. Students are expected to spend 1 week working on and writing their mini-projects. The breakdown is as follows

<i>Activity</i>	<i>Hours</i>
<i>Teaching hours</i>	28
<i>Preparation time</i>	130
<i>Project work</i>	110
<i>Project seminar</i>	4

### Participants

Students enrolled in the MSc International Marketing programme. Other degree students or guest students who wish to participate in the module may apply to the study board, [coe\\_studienaevn@business.aau.dk](mailto:coe_studienaevn@business.aau.dk)

### Prerequisites for participation

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (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

*Detailed outline of activities will be available in Moodle.*

The module teaching sessions are divided into two parts:

#### **Part 1: International Strategic Marketing**

**Svetla Marinova, AAU**

**Ernesto Tavoletti, University of Macerata**

#### **Part 2: Consumer Behaviour in an international perspective**

**Jeanne Sørensen Bentzen, AAU**

**Examination**

Students will be required to write in groups a mini-project of max. 11,000 words (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*) and take part in an internal oral individual examination based on the project written in groups.

The oral individual examination has the duration of 30 minutes per student with a 15 minute feedback session per group.

Each student will be required to make a presentation of about 10 minutes. The presentation should cover central issues that the student would like to emphasize in relation to the mini-project. Examiners will ask questions related to the presentation, but also in other aspects of the project and the syllabus for the specific module.

**Optimal and maximum group size is a group of 5 students.**

**Assessment:**

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

Each student will be examined and evaluated **individually** on the basis of knowledge demonstrated in:

- His/her presentation at the exam (max 10 minutes per student)
- The group mini-project
- The complete module syllabus

Although the projects will not be graded separately, the oral examinations will take their point of reference in the projects in addition to presentations made by the students during the oral examinations.

The grading will be done according to the Danish 7-point grading scale. The grade has a weight of 10/120.

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)

Students will receive their individual grades during the feedback session while the entire group is present in the examination room. However, according to the regulations, students have the right to receive their grades without the rest of the group being present. Students who would like to receive their grades without their fellow group members being present in the examination room, must therefore inform the examiner of this request immediately prior to the commencement of the examination.

Submission of mini-project: **Monday 30/9 2019 at 10.00.**

Electronic version of the project to be uploaded to digital exam: <https://digitaleksamen.aau.dk/>

No hard copies to be submitted.

Examinations: **Week 41**