



International Marketing in the Digital Age Internationell marknadsföring i den digitala tidsåldern

7.5 credits

Ladok Code: A1IM1B

Version: 1.0

Established by: Committee for Education in Business and Working Life 2025-09-24

Valid from: Spring 2026

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G1F)

Disciplinary Domain: Social sciences

Prerequisites: Passed courses of 15 ECTS credit (Business administration or any other equivalent discipline).

Subject Area: Business Administration

Grading Scale: Seven-degree grading scale (A-F)

Content

This course introduces students to the key principles, strategies, and tools of international marketing, with a strong emphasis on the impact of digital transformation. Students will explore how globalization, cultural dynamics, and digital technologies shape marketing strategies in diverse international markets. The course covers essential topics such as cross-cultural consumer behavior, global branding, digital advertising, social media marketing, e-commerce, and data-driven decision making. Through real-world case studies, interactive projects, and simulations, students will learn how companies navigate the challenges and opportunities of marketing in the digital age.

Key Topics Include:

- Fundamentals of international marketing
- Cultural and ethical considerations in global markets
- Digital marketing platforms and analytics
- Social media strategies for global audiences
- Global branding and digital storytelling
- E-commerce and digital distribution strategies
- Localization and personalization in international marketing

Learning Outcomes

After completing the course, the student should be able to:

Knowledge and understanding

- 1.1 explain the most important drivers behind international trade,
- 1.2 describe the most important theories within the subject area of international marketing,
- 1.3 describe the most important cultural differences between different actors in a global market and their effects on the way of doing business,
- 1.4 explain how digitalization and new technologies (e.g. digital platforms, e-commerce, data analysis) are reshaping international marketing strategies and consumer behavior.

Skills and abilities

- 2.1 analyze complex issues in the internationalization of businesses,
- 2.2 identify the most important components in order to create a competitive international marketing strategy,
- 2.3 present solutions to problems related to international marketing and discuss the significance of proposed solutions, and
- 2.4 conduct and interpret eye-tracking experiments to gain practical insights into consumers' attention, perception and decision-making in digital and international marketing contexts.

Judgment and Approach

3.1 Assess the applicability of different theories within the field of international marketing in different situations of international expansion.

3.2 Critically evaluate the opportunities and challenges that digitalization creates in global markets, including ethical considerations related to data use, consumer privacy and technology use.

Forms of Teaching

Lectures with seminars and digital lab experiments.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Exam: written individual exam

Learning outcomes: 1.1, 1.2 och 1.3

Credits: 3

Grading scale: Seven-degree grading scale (A-F)

Project work: carried out in groups, written submission and oral presentation at a seminar

Learning outcomes: 1.2, 1.3, 2.1, 2.2, 2.3 och 3.1

Credits: 2

Grading scale: Fail (U) or Pass (G)

Assignment: Conducted in groups, written submission and oral presentation at a seminar

Learning outcomes: 1.3, 2.1 och 3.1

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Digital Lab Work (Eye-Tracking Experiment)

Learning outcomes: 1.4, 2.4 och 3.2

Credits: 1

Grading scale: Fail (U) or Pass (G)

To obtain the grade Pass for the entire course, a passing grade (A-E) is required for the written individual exam and a passing grade

(G) for the project work, assignment and digital lab work. The grade for the entire course is determined by the grade for the written individual exam.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Hollensen, Svend (latest edition) *Global Marketing*. London: Pearson Publication.

Additional course literature and other teaching materials are provided/informed about via the learning platform (max 200 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

This syllabus is a translation from the Swedish original.

