

COURSE SYLLABUS

International Market Assessment and Strategy, 5 credits

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Course Code: J2IMAA	Education Cycle: Second-cycle level
Confirmed: Mar 30, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.2 Critically apply disciplinary knowledge to address complex issues in international contexts, while reflecting on its transferability and limitations across different settings.

Skills and Abilities

2.2 Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

3.3 Lead and collaborate within diverse teams, showing intercultural competence, networking skills, and professionalism.

Judgement and Approach

5.2 Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

Content

This course offers an advanced understanding of strategic international marketing. The course focus is on the market assessment and selection process, including understanding implications for advancing to a selected foreign market. Grounded in network theories of internationalisation and entrepreneurial internationalisation, you will gain analytical tools to evaluate foreign market opportunities and design effective entry strategies. A signature component of the course is its experiential, team-based approach: multicultural groups of students partner with a local SME to conduct a comparative assessment of selected foreign markets, applying theory to real-world business challenges. This project-based learning develops cross-cultural competence, entrepreneurial mindset, and practical skills in international market research and strategy. After completing the course, you will be equipped to critically assess internationalisation opportunities, formulate market entry strategies, and provide actionable and defensible recommendations for SMEs seeking global expansion.

Topics include, but are not limited to:

- Internationalisation motives
- Traditional vs. entrepreneurial views on internationalisation
- Internationalisation preparedness and globalisation of the markets
- Market selection process (criteria and methodology)
- Modes of entry
- Instruments of the marketing mix in the context of international marketing.

Connection to Research

The course engages with contemporary literature on entrepreneurial and network internationalisation, providing a theoretical foundation for the foreign market selection process. The course builds on prior program courses in which internationalisation is discussed as a growth strategy, allowing you to deepen and critically evaluate your existing knowledge in a new applied context.

Connection to Practice

The course is structured as a studio course that addresses community-significant issues by partnering with local SMEs and governmental organisations. You provide SMEs with fresh perspectives, structured thinking, and low-risk exploration of foreign markets, helping them overcome the typical constraints they face when expanding internationally.

Connection to Ethics, Responsibility, Sustainability (ERS)

The course integrates the UN Sustainable Development Goals (SDGs) through applied student projects with Swedish SMEs exploring opportunities in new international markets. By supporting SME internationalisation and responsible participation in global trade, the course contributes to SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure) while strengthening local economic development. You also promote the diffusion of Swedish sustainability practices and responsible value chains, advancing SDG 12 (Responsible Consumption and Production). Through collaboration between universities, SMEs, and international students, the course fosters cultural inclusion, knowledge exchange, and partnerships (SDG 17), while helping build local human capital and connecting global talent with regional companies.

Type of Instruction

The course is taught on campus in a studio format, combining lectures, seminars, and hands-on project work. Teaching is structured around both individual and group activities, with multicultural student groups collaborating on a shared client project. Attendance is compulsory, particularly for sessions involving SME partners and project milestones.

Language of instruction is English.

Entry Requirements

The applicant must hold a minimum of a Bachelor's degree (equivalent to 180 ECTS credits from an accredited university). At least 60 ECTS must be in Business Administration or a combination of 30 ECTS in Business Administration and 30 ECTS in related subjects, such as Economics, Industrial Engineering and Management, Business Analytics, Informatics, Communication Studies, Commerce, or Public Relations. At least 5 ECTS must be marketing. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

Individual written assignment (ILOs: 1.2, 3.3), representing 1.5 credits. Individual written reflections that require you to (1) apply theoretical underpinnings of the course and elaborate on them in the context of the host SME and (2) reflect on cross-cultural teams, recognising cultural patterns behind expectations and behaviours of team members from different cultures; developing strategies for effective collaboration across the differences.

Individual written exam (ILO: 1.2), representing 1.5 credits. During an on-campus exam, you demonstrate command over theoretical concepts and categories and their implications for marketing strategies based on the course literature.

Group assignment (ILOs: 2.2, 3.3, 5.2), representing 2 credits. Requires you to apply theoretical frameworks and collect data to assess and compare the attractiveness of different foreign markets in the context of host SMEs; developing an evidence-based, logically consistent proposal of the most promising market with tuning the content and language to the needs of decision-makers; the assignment is to be conducted collaboratively within a culturally diverse team. Examination takes place through final presentations and submitted materials.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment	1.5 credits	A/B/C/D/E/FX/F
Individual written exam	1.5 credits	A/B/C/D/E/FX/F
Group assignment	2 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A reading list of articles and case studies will be made available at the start of the course.