

## CIGN Module Descriptor

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**Title of Module:** Market awareness in international cross-media design and production

**Module ID:** TEIMXX (internal Linköping University code yet to be decided)

**Credits** (national system): 6 hp                      **ECTS:** 6 credits

**Responsible Institution:** Department of Management and Engineering/Division of Industrial Economics

**Module Coordinator:** Christina Grundström (Senior Lecturer in Industrial Marketing)

**Module Type:** theory based course

**Language:** *English*

**Prerequisites:**

Introductory marketing courses including market planning (business intelligence), marketing communication and brand management covering B2B/B2C as well as both goods and services

**Summary of Module:**

The module provides theoretical, analytical and practical knowledge in participating in various communication projects on an international market where market awareness is required.

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### Learning Outcomes:

After completing the course the students shall be able to:

- have basic knowledge about and be able to describe how companies internationalize
- describe and apply some basic theories and models involving market awareness
- describe and apply some basic theories and models explaining cultural differences, particularly with regard to communication
- analyze a client, the client's intended customers, the client's competition, any cultural differences and the communication options to establish this client's communication needs when entering an international market
- report such analysis in a scientific report with internal and conceptual validity applying deductive analysis where the recommendations focus on convincing a client about the suitability of the proposed communication solutions [read: client brief]
- apply basic planning tools in an international collaborative context

### Learning Objectives:

Theoretical Principles	40%
Analyses	60%
Conception	0%
Realization	0%

### Specialist Skills:

- Level 1: recognize & reproduce
- Level 2: comprehend & apply
- Level 3: compare & evaluate
- Level 4: connect, deepen & develop

**Module Delivery Method(s):** blended learning

The module is mainly organized as flipped classroom

### Learning & Teaching Activities:

Mini lectures (and/or podcasts), links to web-based material and required readings as seminar preparation

On-line seminars to discuss theory

A (multi-national) group assignment focusing on market awareness and international communication needs for a client resulting in a scientific report

On-line tutoring

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### Learning Material:

For the theory part:

Filmed mini lectures and or other web-based material

Books and articles

For the assignment:

Problem-Based Learning for the hand-in assignment

Most of what will be required in the hand-in assignment will be covered in the theory part. Due to the variety in clients, additional theory learning will be most likely be required for the hand-in assignment.

### Indicative Resources / Obligatory Readings:

List of suggested and required readings within the following areas:

- market awareness/business intelligence
- brand management in an international context
- internationalization (likely articles covering U-model and Born Global)
- culture/cultural differences
- communication/IMC
- methodology

The written exam will cover all but methodology

At least four different sources covering all six areas will be required for a passing grade on the hand-in assignment

Wikipedia, hand-outs and the like will not be accepted as sources/references for the hand-in assignment. Articles referred to must be read and used.

### Feedback and Assessment Method(s):

Three tuition sessions for the hand-in assignment with written feedback according to a template

Written individual exam \* 2 ECTS with A-F grading

Hand-in assignment (client analysis) 4 ECTS with Fail/Pass grading

\*aim here to make it on-line with all course participants taking it at the same time

### Costs of Subscription:

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