

Market Awareness in International Crossmedia Design and Production

Programme course

6 credits

Marknadsmedvetenhet i internationell
medieöverskridande design och produktion

TEAE16

Valid from: 2019 Spring semester

Determined by
Board of Studies for Computer Science
and Media Technology

Date determined
2018-08-31

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G2X

Course offered for

- Graphic Design and Communication, Bachelor's Programme

Specific information

Students from universities abroad should be able to take the course on line.

Exchange students at LiU; The course is only available to exchange students within the area of Graphic Design and Communication.

Entry requirements

TEAE14 Market communication and analysis, TEAE15 Brands and value creation, Project dynamics (Projekt 1 som bygger på TNGD24) or equivalent with scientific writing within the management area.

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites

Introductory marketing courses including market planning (business intelligence), marketing communication and brand management covering B2B/B2C as well as both goods and services. Basic knowledge of group dynamics. Scientific writing corresponding to year 2 within business studies.

Intended 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 basic theories and models involving market awareness
- describe and apply 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 the client about the suitability of the proposed communication strategy
- apply basic planning tools in an international collaborative context

Course content

Internationalisation of organizations

Market analysis of communications needs when internationalising

Basics in methodology (for market awareness)

Analysis of a client's communication needs when internationalising

Scientific writing (management area)

Teaching and working methods

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

Online tutoring

Examination

PRA1	Project	4 credits	U, G
KTR1	Literature exam	2 credits	U, 3, 4, 5

Submission of the final report for PRA1 after the deadline results in F for PRA1 unless an by the examiner acceptable excuse is presented in writing to the examiner no later than the deadline.

The final grade is decided upon the grade of KTR1.

Grades

Four-grade scale, LiU, U, 3, 4, 5

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Christina Grundström

Education components

Preliminary scheduled hours: 0 h

Recommended self-study hours: 160 h

Course literature

Other

List of suggested and required readings within the following areas:

- market awareness/business intelligence
- brand management in an international context
- internationalization
- culture/cultural differences in relation to market communication
- communication/IMC
- methodology