

# Market Awareness in International Crossmedia Design and Production

Programme course

6 credits

Marknadsmedvetenhet i internationell  
medieöverskridande design och produktion

TEAE16

Valid from: 2021 Spring semester

**Determined by**  
Board of Studies for Computer Science  
and Media Technology

**Date determined**  
2020-09-29

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G2X

## Course offered for

- Bachelor's Programme in Graphic Design and Communication

## Specific information

The course was offered for the last time in 2021. The course is replaced by TEAE19.

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

## Prerequisites

Basic courses in market communication, brand management, project management including agile methods, and knowledge of scientific writing including analysis techniques within the management area, or equivalent.

## Intended learning outcomes

After completing the course, the students shall:

- have basic knowledge about and be able to describe how companies internationalize
- be able to describe and apply basic theories and models involving market awareness
- be able to describe and apply basic theories and models explaining cultural differences, particularly regarding communication
- be able to analyse 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
- be able to document such analysis in a scientific report with internal, conceptual, and external validity applying deductive analysis where the recommendations focus on convincing the client about the suitability of the proposed communication strategy
- be able to present the documented analysis to the client, taking professional and scientific ethics within the management area into consideration
- be able to 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 and ethics (management area)

## Teaching and working methods

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

(Online) 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
DIK1	Digital examination	2 credits	U, 3, 4, 5

The course contains seminars with required and active attendance and activities which must be completed to enable participation at subsequent seminars with required attendance.

Submission of the examining assignment 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 DIK1.

## Grades

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

## Department

Institutionen för ekonomisk och industriell utveckling

## Director of Studies or equivalent

Daniel Ellström

## Examiner

Christina Grundström

## Education components

Preliminary scheduled hours: 40 h

Recommended self-study hours: 120 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