



APPLIES TO ACADEMIC YEAR  
2001/2002

## **EXP 1003 International Marketing Strategy and Management**

### **Program**

The Bachelor's Program in International Marketing

### **Responsible for the course**

Runar Framnes

### **Department**

Marketing

### **Term**

Cf. study plan

### **ECTS Credits**

18

### **Objective**

The objective of this course is to give a broad overview of foreign trade and international management including contracts and international legal aspects.

### **Prerequisites**

### **Compulsory literature**

Defined by local institutions subject to approval by NMH. The literature will be available for the students before the start of the semester.

### **Recommended literature**

### **Course outline**

Foreign trade

1. International logistics
2. International marketing, international management, international marketing strategy, international law and contracts, international financial management
3. Communication and information system
4. International market analysis
5. International negotiations

The specific weighting and combinations of the thematic coverage will vary between the schools abroad. Content at the specific school is available on request, and a specific teaching program with timetable and teachers will be announced to the students ahead of the start of the semester. Parts of the course may be in master's level classes with local students.

### **Computer-based tools**

### **Course structure**

Lectures, cases and discussion sessions. Some schools may have participation requirements.

### **Evaluation**

Written exams. The format varies between the schools in terms of number of partial exams that make up the total basis for the final grade. In some schools participation requirements are also stipulated.

### **Evaluation code(s)**

**Aids at the examination**

**Makeup exam**