



APPLIES TO ACADEMIC YEAR
2001/2002

MRK 9833 International Marketing

Program

Bachelor of Business Administration Program in Logistics Management, The Bachelor of Business Administration Program

Responsible for the course

Erik B. Nes

Department

Marketing

Term

Spring

ECTS Credits

9

Objective

The purpose of the course is to give an introduction to important operating conditions (internationally, nationally and in the individual enterprise) for businesses operating in international markets. Moreover, the course will deal with methods by which Norwegian enterprises can develop viable international market strategies.

Prerequisites

General knowledge of business administration subjects.

Compulsory literature

Solberg, Carl. A. 1999. *Internasjonal markedsføring*. 6. utg. Oslo: Tano Aschehoug.
Nes, Erik B., red. 2001. *Artikkelsamling i Internasjonal markedsføring og ledelse 2001/2002*.

This is available on <http://www.bi.no/users/fgl93026/mrk9833.htm>.

Recommended literature

None.

Course outline

- The international business environment
- The internationalization process
- Development of international marketing strategies
- The use of marketing mix in international marketing

Computer-based tools

Computer-based tools are not used.

Course structure

The course is based on 54 hours and includes 42 hours of lectures and 12 hours of case discussions. Note that attendance at case discussions is compulsory, since student assessment to a large extent is based on the cases.

Evaluation

Assessment is based on a case prepared by groups of 2 - 4 students. The case is to be presented in class. The case presentation may entail a +/- 0.2 adjustment of the grade obtained for the written work. The grade obtained for the written work and the presentation accounts for 50% of the total final grade.

In addition, each student is awarded a grade for participation in the discussion of each of three cases. This grade accounts for 50% of the total final grade.

Evaluation code(s)

MRK 98331 - the exam accounts for 100% of the grade in MRK 9833, 3 credits.

Aids at the examination

All written aids are allowed.

Makeup exam

A makeup exam is held in connection with the next scheduled exam in the course.