



APPLIES TO ACADEMIC YEAR 2003/2004

EXP 1000 Language and Culture II

Program

The Bachelor's Program in International Marketing

Responsible for the course

Runar Framnes, Helge Jensen

Department

Marketing

Term

According to study plan

ECTS Credits

18

Objective

The aim of the language part is to provide the students with ability to use the language at a basic foreign study level, and to acquire basic knowledge of the culture of the country in which they will conduct their further studies, and to function satisfactorily in the business community of the host country.

Prerequisites

Compulsory literature

Specified by each of the schools abroad, subject to approval by Norwegian School of Marketing.

Recommended literature

Course outline

1. Written training in grammar, vocabulary and expression
2. Oral training in expression
3. Cultural roots of specific expressions, vocal and non-vocal
4. Various microcultural and geographical frames of reference
5. History, politics, and current economic issues

Computer-based tools

Course structure

Written and oral classroom instructions with home assignments for the language part. Lectures for the culture part. The course is run in English, French, German or Spanish.

Evaluation

Varies from country to country. Combinations of participation, continuous assessment evaluations and individual written and oral exams, subject to approval by NMH.

Evaluation code(s)

Aids at the examination

Makeup exam

