



APPLIES TO ACADEMIC YEAR 2003/2004

EXP 1003 International Marketing Strategy and Management

Program

The Bachelor's Program in International Marketing

Responsible for the course

Runar Framnes

Department

Marketing

Term

According to 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