



APPLIES TO ACADEMIC YEAR 2003/2004

EXP 1004 Host Country Marketing

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

To teach students how to gain access to host country markets; insight into host country industrial and consumer marketing, marketing communication and local laws regulating marketing and markets.

Prerequisites

Compulsory literature

The literature required is mainly of local origin, and will be specified by the institution, subject to Norwegian School of Marketing's approval. The reading list will be available to the students ahead of the semester start.

Recommended literature

Course outline

1. Host country marketing research
2. Industrial marketing
3. Consumer marketing
4. Marketing communication
5. Host country laws regulating markets and marketing in the host country

The thematic coverage may vary in terms of weight, combinations and sequencing.

Computer-based tools

Course structure

Lectures, workshops, case studies and individual presentations by students. The teaching methods may vary between the host schools, and parts of the course may be taken in regular classes also offered to local students. At those schools the students may have elective courses to choose from within the thematic areas listed above.

Evaluation

Projects may be prerequisites for sitting for the final exam(s). The exam format is mainly individual and written, but may vary from one comprehensive exam to several partial exams. The specifics will be available to the students before the semester starts.

Evaluation code(s)

Aids at the examination

Makeup exam