



GJELDER FOR STUDIEÅRET 2003/2004

## EXP 2000 International Marketing, Management & Strategy

### Studium

Diplomeksportmarkedsførerstudiet

### Kursansvarlig

Runar Framnes, Erik Olson, Carl Arthur Solberg

### Institutt

Markedsføring

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

30

This course covers the last term of the Bachelor's Program in International Marketing and consists of three sections. Literature, course outline and course structure are specified for each section under "tilleggsinformasjon". There is an overall evaluation for the whole course which is described in detail below.

### Mål

To build a capstone course in international business management and cross functional disciplines for the students who are returning from their three semesters abroad.

### Forkunnskaper

The students must have completed the 7 preceding semesters for the Bachelor's Program in International Marketing.

### Obligatorisk litteratur

Urban, Glen L. og Steven H. Star. 1991. *Advanced Marketing Strategy*. Englewood Cliffs, N.J. : Prentice Hall.

Articles and cases to be distributed.

Larréché, Jean-Claude and Hubert Gatignon. 1998. *Markstrat 3*. Cincinnati, Ohio:South-Western College publ.

Dowling, P.J., D.E. Welch og R.S. Schuler. 1999. *International human resource management: managing people in a multinational context*. 3rd ed. Cincinnati, Ohio:South-Western College publ.

Adler, N. J. 2002. *International dimensions of organizational behavior*. 4th ed. Cincinnati, Ohio: South-Western College publ.

Dicken, Peter. 1998. *Global shift*. London: Paul Chapman.

A selection of articles.

### Anbefalt litteratur

Specified below.

### Emneoversikt

Specified below.

### Dataverktøy

Computer-based tools are not compulsory in this course.

### Gjennomføring

See below.

### Eksamen

Evaluation will be based on class participation, including Markstrat (20%), case presentations and discussions (40%) and an individual 5-hour written examination (40%).

### Eksamenskode(r)

EXP 20001 class participation which accounts for 20% of the grade in the course International

Marketing, Management & Strategy, 30 credits.  
EXP 20002 case presentations and discussions which account for 40% of the grade in the course International Marketing, Management & Strategy, 30 credits.  
EXP 20003 individual 5-hour written exam which accounts for 40% of the grade in the course International Marketing, Management & Strategy, 30 credits.

#### **Hjelpemidler til eksamen**

No aids are allowed at the examination.

#### **Kontinuasjon**

A makeup exam is normally held at the end of the next course.

### **Section 1: Advanced Product Management**

#### **Responsible for the course**

Erik Olson

<b>Credits</b>	<b>ECTS</b>
2	6

#### **Objective**

The purpose of the course is to provide students with an understanding of the often conflicting demands placed on a marketing manager. This course is designed to intergrate and apply knowledge from consumer and organizational behavior, marketing research, strategy and other management disciplines.

#### **Compulsory literature**

Urban, Glen L. and Steven H. Star. 1991. *Advanced Marketing Strategy*. Englewood Cliffs, N.J.: Prentice Hall.

Articles and cases to be distributed.

Larréché, Jean-Claude and Hubert Gatignon. 1990. *Markstrat 2*. Redwood City, Calif.: Scientific Press.

#### **Course outline**

- New product development
  - dynamics of organizational orientation
  - dynamics of cross-functional teams
- Existing product management
  - brand building
  - dynamics of product portfolios
  - dynamics of the product life cycle
  - industry dematurity and marketing myopia
  - harvesting and nostalgia
- International aspects of product management

#### **Course structure**

Lectures are taught in English. Assignments will be required as part of the Markstrat Simulation which is incorporated in the course.

### **Section 2: Human Resource Management in International Business**

#### **Responsible for the course**

Denice Welch

<b>Credits</b>	<b>ECTS</b>
2	6

#### **Objective**

The purpose of the course is to explore the issues relating to the human resource function in an international firm. Students who are considering an international career, who may expect to work in a foreign country, or with a multinational corporation, will find aspects of this course of particular relevance.

On completion of the course, students should be able to:

- a) appreciate the human resource management implications of subsidiary operations;
- b) develop responses to the personnel choices confronting international companies;

- c) link corporate strategy with effective personnel management policies and practices.

**Compulsory literature**

Dowling, P.J., D.E. Welch and R.S. Schuler. 1999. *International Human Resource Management*, 3rd ed., Southwestern Publ.

Articles to be handed out.

**Course outline**

- Overview of Human Resource Management (HRM), International HRM and staffing philosophies
- The Multinational Organizational Context
- Issues in Selection and Repatriation of Expatriate Staff
- Training and Development
- Managing Performance of Expatriate and Local Staff
- Compensation Considerations
- HRM Issues in Cooperative Ventures
- Linking HRM Activities to a Globalizing Strategy

**Course structure**

Lectures, mini-case studies, class exercises and videos.

**Section 3: Strategy Development in International Markets**

**Responsible for the course**

Runar Framnes, Carl Arthur Solberg, Lawrence Welch

Credits	ECTS
6	18

**Objective**

The purpose of the course is both to extend the Program in International Marketing and provide a management oriented capstone course in International Business. In addition to covering both the theoretical and practical issues related to operation modes in international marketing and management, the aim is to give the students a decision oriented perspective on international business issues through the active application of relevant theories and models.

**Compulsory literature**

Luostarinen, R. and L.S. Welch.1990. *International business operations* . Helsinki: R. Luostarinen and L. Welch.

(Or another major textbook if the new edition is delayed.)

Adler, N. J. 1997. *International dimensions of organizational behavior* . 3rd ed. Cincinnati, Ohio: South-Western College Publ.

A selection of articles.

Case texts.

**Course outline**

- Internationalization and global developments
- The globalization of firms
- Interactions and networks
- Foreign markets servicing
- operation mode choice and packaging issues
- development over time (including areas such as international franchising, project operations and subcontracting)
- The internationalization of services: marketing issues
- International organizational behavior
- The organization of international business
- Presentations of/by international firms based in Norway

**Course structure**

The teaching will include lectures, cases, presentations and discussions. Active student participation is an essential part of the program.

**Evaluation**

Total assessment for the entire 30-credit program:

Assessment will be based on class participation, including Markstrat (20%), case presentations and discussions (40%) and an individual 5-hour written examination (40%).

**Evaluation code(s)**

EXP 20001 class participation, which accounts for 20% of the grade in the course International Marketing, Management and Strategy, 30 credits.

EXP 20002 case presentations and discussions, which account for 40% of the grade in the course International Marketing, Management and Strategy, 30 credits.

EXP 20003 individual written exam, which accounts for 40% of the grade in the course International Marketing, Management and Strategy, 30 credits.

**Aids at the examination**

None

**Makeup exam**

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