



APPLIES TO ACADEMIC YEAR 2003/2004

MRK 8614 Marketing Management

Program

Bachelor's Program in Trade and Retail Management, Bachelor's Program in Travel and Service Management, Foundation Program in Business Administration, Registered Auditor Program, The Bachelor of Business Administration Program in Information Technology

Responsible for the course

Runar Framnes

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The purpose of the course is to provide the students with basic knowledge of marketing and a better understanding of marketing tools and functions. Based on a market-oriented attitude and relevant knowledge, students are expected to be able to solve basic marketing problems. The main purpose of the course is to provide students with a mastery of the concepts of market-oriented management.

Prerequisites

In view of the fact that marketing is closely related to practical business activities and other aspects of economic life, students with practical experience and insight into other disciplines in business management will profit most from the course.

Compulsory literature

Framnes, Runar og Hans Mathias Thjømøe. 2001. *Markedsføringsledelse*. 6. utg. Oslo: Universitetsforlaget

Framnes, Runar og Arne Stokke Johnsen. 2001. *Oppgavesamling med svar og løsningsmomenter til Markedsføringsledelse*. Sandvika: Runar Framnes og Arne Stokke Johnsen.

Recommended literature

None.

Course outline

- The changing role of marketing
- The marketing function within business
- The environment and working conditions of marketing
- Marketing strategy and planning
- Buying behaviour in consumer and business markets
- Segmentation, market analysis and forecasting
- Marketing tools
- Marketing organization and control

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course is based on 36 teaching hours of lectures. Particular emphasis will be placed on the conceptual framework related to the planning of marketing activities and the market plan. The lecturer will supplement the presentation with practical examples and give attention to environmental and ethical issues where applicable. Assignments and the discussion of cases

form an important part of the course and constitute necessary preparation for the examination. Students, therefore, are expected to actively participate in carrying out assignments and discussing cases in class. At some time during the semester we will administrate a multiple choice test. The purpose of this test is for the students to evaluate their own progress and understanding of the material.

Evaluation

A five-hour individual written examination concludes the course.

Evaluation code(s)

MRK 86141- written exam which accounts for 100% of the grade in MRK 8614, 6 ECTS credits.

Aids at the examination

Act on Marketing Supervision.

Makeup exam

A makeup exam is held in every term.