



GJELDER FOR STUDIEÅRET 2004/2005

EXP 1000 Language and Culture II

Studium

Bachelorstudiet i internasjonal markedsføring (3. år)

Kursansvarlig

Runar Framnes, Helge Jensen

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

18

Mål

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.

Forkunnskaper

Obligatorisk litteratur

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

Anbefalt litteratur

Emneoversikt

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

Dataverktøy

Gjennomføring

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.

Eksamen

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

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

