



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6426 International Marketing Management

Program

Master of Science in Marketing (Marketing), Master's Degree Program in Marketing Management, 4th year

Responsible for the course

Carl Arthur Solberg

Department

Marketing

Term

According to study plan

ECTS Credits

6

An increasing part of business exchange is carried out across borders. This course addresses critical issues in developing marketing strategies in international markets.

Objective

The students should at the end of this course have a thorough understanding of the main challenges facing firms in international markets. The course will, through lectures, group work, cases and work-shops highlight key strategic problems and discuss their solutions. Emphasis is placed on the students' ability to analyse different strategic situations of firms operating in international markets.

Prerequisites

3 year bachelor degree

Compulsory literature

Doole/Lowe: International marketing strategy, Fourth edition 2004, Thompson
Compendium: Readings in International marketing

Recommended literature

Text books and articles pertaining to the topic of the chosen term paper. UN publications, government white papers, newspapers/magazine articles, academic articles etc are all relevant.

Course outline

Module 1

Introduction.

The international marketing environment: Globalisation, institutions, markets, development.

Internationalisation process of firms

Strategy development and strategic thrusts

Module 2

Market selection and market coverage

Entry modes

Standardisation / adaptation of the marketing mix
Monitoring channels in international markets
Market information in international markets

Module 3

Case seminar

Computer-based tools

Not compulsory in this course. However, search in databases is strongly recommended for the term paper.

Course structure

The course will be carried out in three concentrated modules of twelve hours. Module 1 will basically consist of lectures and class discussions. In module 2 the students will present an outline of their term paper. In module 3 will in its entirety consist of case seminars to be carried out off campus. Four cases will be treated by groups of students. The seminar will entail some costs for the student (accommodation and travel).

Evaluation

Evaluation is based on three components: term paper 1/3 and case presentation 1/3 and case discussions 1/3.

Evaluation code(s)

GRA 64261 - Term paper, case presentation and case discussions accounts for 100% of the final grade in the course GRA 6426 International Marketing Management, 6 credits.

Aids at the examination

All.

Makeup exam

Next time the course is offered