



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6427 Globalization and Marketing

Program

Master of Science in Marketing (Marketing)

Responsible for the course

Carl Arthur Solberg

Department

Marketing

Term

According to study plan

ECTS Credits

6

Globalisation of world markets has considerably changed the rules of the game for business and governments alike. This course analyses the globalisation phenomenon from a firm perspective, and discusses the fundamental theoretical tenets pertaining to strategic responses to globalisation.

Objective

The students should at the end of this course be able to formulate and carry out research projects relating to strategic development of firms in globalising markets. Particular emphasis will be placed on consequences of globalisation trends on competitive structure, strategic thrust in globalising markets, entry / operation modes, standardisation / adaptation of the marketing mix and governance of marketing channels.

Prerequisites

3 year bachelor degree. It is also recommended to have taken a basic course in international marketing.

Compulsory literature

Compendium: Readings in globalisation and marketing .

Recommended literature

Subash C. Jain, ed. 2003. *Handbook of research in international marketing*. Cheltenham: Edward Elgar Publishing.

Course outline

Module 1

Introduction, group formation.
Critical issues and problems of globalisation.

Module 2

Globalisation, industrial organisation (IO) and strategic groups
Theoretical explanations of internationalisation (TCA, network, organisational capability)
Strategy development and strategic thrusts

Module 3

Standardisation / adaptation of the marketing mix

Module 4

Control of marketing operations in international markets

Module 5

Research implications. Preparation seminar for the term paper

Computer-based tools

Not compulsory in this course.

Course structure

The course will be carried out in five modules three of which over nine hours. Module 1 will basically be an introduction and give a critical perspective of the drive towards globalisation, including consequences for investment and trade and for the environment. In module 2-4 the students will present papers pertaining to the topics covered, constituting the platform for in depth discussions of relevant theoretical issues. In module 5 (six hours) we will examine research implications of the discussions in the preceding modules and the formulation of the final term paper.

Evaluation

Evaluation is based on three components: two theory papers 40% a final term paper 40% and class participation 20%.

Evaluation code(s)

GRA64271

Aids at the examination**Makeup exam**

Next time the course is offered