



APPLIES TO ACADEMIC YEAR 2004/2005

## MRK 2414 Marketing Management

### Program

Bachelor's Program in Arts and Management, Bachelor of Management, Bachelor's Program in International Marketing, Bachelor of Management, Bachelor's Program in Market Communication, Bachelor of Management, Bachelor's Program in Marketing, Bachelor of Management, Bachelor's Program in Public Relations, Bachelor of Management, Bachelor's Program in Retail Management, Bachelor of Management, Bachelor's Program in Tourism and Service Management, Bachelor of Management, Bachelor in Business Administration, Bachelor of Management, Bachelor of Business Administration Program in Auditing, Bachelor of Management, Bachelor of Business Administration Program in banking and Finance, Bachelor of Management, Bachelor of Business Administration Program in Business Administration, Bachelor of Management, Bachelor of Business Administration Program in Business Journalism, Bachelor of Management, Bachelor of Business Administration Program in Business Law, Bachelor of Management, Bachelor of Business Administration Program in Finance, Bachelor of Management, Bachelor of Business Administration Program in Insurance, Bachelor of Management, Bachelor of Business Administration Program in IT-management, Bachelor of Management, Bachelor of Business Administration Program in Real Estate, Bachelor of Management, Bachelor of Science in Business (1. year), Bachelor of Management, Bachelor of Science in Marketing (1. year), Bachelor of Management

### Responsible for the course

Håvard Hansen

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Objective

The aim of this course is to provide students with a basic understanding of marketing. By learning about the central concepts and principles of marketing, and how these can be applied practically, students will gain a good grounding in the field which will enable them to take more advanced marketing courses.

### Prerequisites

None

### Compulsory literature

Kotler, Philip. 2003. *Marketing Management*. Upper Saddle River, N J Prentice Hall

Alternatively, you can use the Norwegian translation, which is:

Kotler, Philip. 2004. *Markedsføringsledelse*. Oslo: Gyldendal Akademisk.

Case studies

### Recommended literature

None

### Course outline

- Marketing management
- Market orientation and strategic planning
- Market information and consumer behaviour
- Segmentation and market positioning
- Market offering
- Product-, price- and brand strategy
- Value network and distribution channels
- Integrated marketing communications
- Sales and advertising

**Computer-based tools**

Not required for this course. Information about the course and case study assignments will be posted on the course website. Therefore, it will be necessary for students to have access to the internet.

**Course structure**

The course will be made up of lectures on theory and case work, which will require students to divide into smaller groups. The group work will include three case studies, which will be handed out during the first lecture. These will be discussed in plenum and students will be expected to participate fully in the discussions. The course comprises 33 hours of lectures and 9 hours' case discussion.

Each case will be split into two exercises and the discussion of each case will be structured as follows. During the first hour, the chosen group will present their solution to the first exercise to the whole class. The selected 'opponent' group will then comment on the presentation. After this, the discussion will be open to the rest of the class.

Similarly, during the second hour, a new group will present their solution to the second exercise and there will be new opponents. The final hour will be devoted to summing up the case discussion.

Students are encouraged to take an active part in solving the cases, as this will help them to answer questions related to the cases in the exam.

**BI nettstudier**

The most intensive part of the teaching takes place at the beginning of the semester and before the exam. To aid learning, students will find a studyguide on BI nettstudier. It contains useful information on studying, planning work and undertaking assignments. Internet supervision is provided via pages containing information about the subject, discussion groups and interactive exercises, together with an optional joint exercise programme.

**Evaluation**

The course culminates with a five hour written examination where students' understanding of the central concepts, models and use of these tools on practical problems will be tested.

**Evaluation code(s)**

MRK 24141 Marketing Management – written examination. The examination accounts for 100% of the final grade for course MRK 2414, 6 credits.

**Aids at the examination**

None

**Makeup exam**

Available the next time the course is run.