



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 9833 International Marketing

Program

Bachelor's Program in Marketing , Bachelor in Business Administration , Bachelor of Business Administration Program in Logistics

Responsible for the course

Erik B Nes

Department

Marketing

Term

According to study plan

ECTS Credits

9

Objective

The purpose of the course is to give an introduction to important operating conditions (internationally, nationally and in the individual enterprise) for businesses operating in international markets. Moreover, the course will deal with methods by which Norwegian enterprises can develop viable international market strategies.

Prerequisites

General knowledge of business administration subjects.

Compulsory literature

Solberg, Carl. A. 2005. *Internasjonal markedsføring* . 7. utg. Oslo: Tano Aschehoug.
Nes, Erik B., ed. *Artikkelsamling i Internasjonal markedsføring og ledelse 2004/2005*.
This is available on <http://www.bi.no/users/fgl93026/mrk9833.htm>.

When the course is given in English for exchange students the compulsory literature is:

Hollensen, Svend. 2004. *Global marketing*. 3rd ed. New York: Financial Times.
Martin S. Roth. 1995. "The Effects of Culture and Socioeconomics on the Performance of Global Brand Strategies". *Journal of Marketing Research*, Vol XXXII (May).
Nes, Erik B., Carl A. Solberg and Ragnhild Silkoset. 2004. "The Impact of National Culture and Communication on Exporter-Distributor Relations and on Export Performance" - to be handed out.

Recommended literature

None.

Course outline

1. The international business environment
2. The internationalization process
3. Development of international marketing strategies
4. The use of marketing mix in international marketing

Computer-based tools

Computer-based tools are not used.

Course structure

The course is based on 51 hours and includes 39 hours of lectures and 12 hours of case discussions. Note that attendance at case discussions is compulsory, since student assessment to a large extent is based on the cases.

Evaluation

Assessment is based on a case prepared by groups of 3 - 5 students. The grade obtained for the written work accounts for 50% of the total grade. The students will present their case and manage a discussion. This is graded and it accounts for 12.5% of the total grade. Finally, the

students will participate in discussions of three other cases and their contribution to the discussion in each of the cases account for 12.5% of the final grade.

Evaluation code(s)

MRK 98332 - case, accounts 50% of the total grade in MRK 9833, 9 ECTS credits.

MRK 98333 - oral case discussions, which account for 50% of the total grade in MRK 9833, 9 ECTS credits.

Aids at the examination

All written aids are allowed.

Makeup exam

A makeup exam is held in connection with the next scheduled exam in the course.