



APPLIES TO ACADEMIC YEAR 2005/2006

## **GRA 6426 International Marketing Management**

### **Program**

Master of Business and Economics Program, Master of Science in Business, Master of Science in Business and Economics, Master of Science in Management, Master of Science in Marketing (Marketing), Specialization Course

### **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**

A bachelor degree in Business, Marketing or eq.

### **Compulsory literature**

#### **Books:**

Doole, Isobel and Robin Lowe. 2005. International marketing strategy: Analysis, development and implementation. 4th ed. London: Thomson Learning

### **Recommended literature**

#### **Other:**

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. Blackboard

**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**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.