



APPLIES TO ACADEMIC YEAR 2006/2007

EXC 2502 International Marketing

Program

Bachelor in Business Administration - (3. year)

Responsible for the course

Erik B Nes

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The purpose of the course is to develop knowledge of analysis of internal and environmental factors that are important for businesses operating in international markets. Moreover, the students will develop knowledge of methods by which enterprises can develop viable international market strategies and apply these methods in business cases.

Prerequisites

General knowledge of business administration subjects.

Compulsory literature

Books:

Hollensen, Svend. 2004. Global marketing. 3rd ed.. Harlow : Prentice Hall/Financial Times

Articles:

Solberg, Carl Arthur. 1997. A framework for analysis of strategy development in globalizing markets. Journal of International Marketing, Vol. 5 Issue 1, p9, 22p, 2 charts; (AN 4452194)

Recommended literature

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 40 hours and includes 28 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 presentation prepared by groups of 3 - 5 students. The students will present their case and manage a discussion. This is graded and it accounts for 25% 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 25% of the final grade.

Evaluation code(s)

EXC 25021 - Process evaluation. One case presentation and 3 participations in discussions count for 100% of the grade in the course EXC 2502 International Marketing, 6 ECTS credits.

Aids at the examination

Textbook and article (see literature) plus personal handwritten notes.

Makeup exam

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