



GJELDER FOR STUDIEÅRET 2006/2007

EXP 1004 Host Country Marketing

Studium

Bachelorstudiet i internasjonal markedsføring (3. år)

Kursansvarlig

Runar Framnes

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

18

Mål

To teach students how to gain access to host country markets; insight into host country industrial and consumer marketing, marketing communication and local laws regulating marketing and markets.

Forkunnskaper

Obligatorisk litteratur

Annet:

The literature required is mainly of local origin, and will be specified by the institution, subject to BI Norwegian School of Management's approval. The reading list will be available to the students ahead of the semester start

Anbefalt litteratur

Emneoversikt

1. Host country marketing research
2. Industrial marketing
3. Consumer marketing
4. Marketing communication
5. Host country laws regulating markets and marketing in the host country

The thematic coverage may vary in terms of weight, combinations and sequencing.

Dataverktøy

Gjennomføring

Lectures, workshops, case studies and individual presentations by students. The teaching methods may vary between the host schools, and parts of the course may be taken in regular classes also offered to local students. At those schools the students may have elective courses to choose from within the thematic areas listed above.

Eksamen

Projects may be prerequisites for sitting for the final exam(s). The exam format is mainly individual and written, but may vary from one comprehensive exam to several partial exams. The specifics will be available to the students before the semester starts.

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon