



APPLIES TO ACADEMIC YEAR 2006/2007

## GRA 6426 International Marketing Management

### Program

Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in International Marketing and Management, 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 and development

The 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. 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, case presentation 1/3 and case discussions 1/3. All parts of the evaluation need to be passed in order to get a grade in the course.

**Evaluation code(s)**

GRA 64261 accounts for 100% of the final grade in the course GRA 6426.

**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.

**Honor Code**

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating. These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.