



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 6427 Globalization and Marketing

Program

Advanced Specialization Course (MSc), Master of Science in Business and Economics (Marketing), Master of Science in International Marketing and Management, Master of Science in Marketing (Marketing)

Responsible for the course

Carl Arthur Solberg

Department

Marketing

Term

According to study plan

ECTS Credits

6

Globalisation of world markets has considerably changed the rules of the game for business and governments alike. This course analyses the globalisation phenomenon from a firm perspective, and discusses the fundamental theoretical tenets pertaining to strategic responses to globalisation.

Objective

The students should at the end of this course be able to formulate and carry out research projects relating to strategic development of firms in globalising markets. Particular emphasis will be placed on consequences of globalisation trends on competitive structure, strategic thrust in globalising markets, entry / operation modes, standardisation / adaptation of the marketing mix and governance of marketing channels.

Prerequisites

A bachelor degree. A basic course in international marketing is recommended.

Compulsory literature

Articles:

Compilation of articles

Recommended literature

Books:

Subhash C. Jain, ed. 2003. Handbook of research in international marketing. Cheltenham: Edward Elgar Publishing

Course outline

Module 1

Introduction, group formation.
Critical issues and problems of globalisation.

Module 2

Globalisation, industrial organisation (IO) and strategic groups
Theoretical explanations of internationalisation (TCA, network, organisational capability)
Strategy development and strategic thrusts

Module 3

Standardisation / adaptation of the marketing mix

Module 4

Control of marketing operations in international markets

Module 5

Research implications. Preparation seminar for the term paper

Computer-based tools

Not compulsory in this course.

Course structure

The course will be carried out in five modules three of which over nine hours. Module 1 will basically be an introduction and give a critical perspective of the drive towards globalisation, including consequences for investment and trade and for the environment. In module 2-4 the students will present papers pertaining to the topics covered, constituting the platform for in depth discussions of relevant theoretical issues. In module 5 (six hours) we will examine research implications of the discussions in the preceding modules and the formulation of the final term paper.

Evaluation

Evaluation is based on three components: two theory papers (40%), a final term paper (40%) and class participation (20%).

All parts of the evaluation need to be passed in order to get a grade in the course.

Evaluation code(s)

GRA64271 accounts for 100% of the final grade in the course GRA 6427.

Aids at the examination

Not applicable

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 academic integrity. If you have any questions about your responsibilities under the honor code, please ask.