



APPLIES TO ACADEMIC YEAR 2006/2007

MRK 2514 Marketing

Program

Bachelor in Arts and Management (1. year), Bachelor in Auditing (1. year), Bachelor in Business Journalism (1. year), Bachelor in Business Law (1. year), Bachelor in Entrepreneurship (1. year), Bachelor in Finance (1. year), Bachelor in International Marketing (1. year), Bachelor in IT-management (1. year), Bachelor in Market Communication (1. year), Bachelor in Marketing (1. year), Bachelor in Public Relations (1. year), Bachelor in Real Estate (1. year), Bachelor in Retail Management (1. year), Bachelor in Tourism Management (1. year), Bachelor of Science in Business (1. year), Foundation Program in Business Administration, Foundation Program in Marketeconomy, Bachelor of Business Administration (1. year)

Responsible for the course

Even Johan Lanseng

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The aim of this course is to provide students with a basic understanding of marketing. By learning about the central concepts and principles of marketing, and how these can be applied practically, students will gain a good grounding in the field which will enable them to take more advanced marketing courses.

Prerequisites

None

Compulsory literature

Books:

Kotler, Philip og Kevin Lane Keller. 2006. Marketing management. 12th ed. Upper Saddle River, N.J. : Pearson Prentice Hall

Other:

To caseoppgaver som publiseres elektronisk ved semesterstart

Recommended literature

Books:

Kotler, Philip. 2005. Markedsføringsledelse. 3. utg. Oslo: Gyldendal Akademisk

Course outline

- Segmentation and target group identification
- Positioning and differentiation
- Product-, service-, and brand strategies
- Price strategies
- Market communication
- Distribution, marketing channels and logistics
- Market information and consumer behavior
- Market orientation and strategic planning
- Sales and advertising

Computer-based tools

Not required for this course, but the two compulsory case assignments can not be submitted in hand writing. This requires the use of a word-processor. Moreover, there is a special web-page designed for the course, and information about the course and case study assignments will be posted on the course website. In addition, the case texts will only be available at his website. Therefore, it will be necessary for students to have access to the internet.

Course structure

The course will be made up of lectures on theory and case work, which will require students to divide into smaller groups. The group work will include two case studies, which will be handed out during the first lecture. These two case assignments shall be submitted at given dates, and will be discussed in plenum. Students are expected to participate fully in the discussions. The course comprises 33 hours of lectures and 6 hours' case discussion.

The case program will be organized as follows: The students submit their assignments in due time. Each case will be split into several questions and in the discussion session a chosen group will first present their solution on the first question to the whole class. A selected 'opponent' group will then comment on the presentation. After this, the discussion will be open to the rest of the class. Similarly, during the second hour, a new group will present their solution to the second question and there will be new opponents. The final hour will be devoted to summing up the case discussion.

Submitting case-assignments are compulsory and a part of the exam, and students are encouraged to take an active part in solving the cases, as this will help them to answer questions related to the cases in the exam.

BI Nettstudier (Distance Education and E-learning)

The most intensive part of the teaching takes place at the beginning of the semester and before the exam. To aid learning, students will find a studyguide on BI nettstudier. It contains useful information on studying, planning work and undertaking assignments. Internet supervision is provided via pages containing information about the subject, discussion groups and interactive exercises, together with an exercise programme.

Evaluation

The course has two examinations; First the case program where the assignments are submitted by groups of 3-5 students. Then follows a three hour written exam. Both the case program and the written exam has to be passed to receive a grade in the course, but makeup exams in one of the two can be done separately.

Evaluation code(s)

MRK 25141 - written exam counts 100% to receive a grade in MRK 2514 Marketing, 6 ECTS credits.

MRK 25142 - Written case program; Evaluation form pass/fail. Students must pass two cases in the program to pass the program in total.

Aids at the examination

None at the written exam

All written aids at the case program

Makeup exam

Every semester