



APPLIES TO ACADEMIC YEAR 2007/2008

## EXC 2502 International Marketing

### Program

Bachelor of Science in Business (3. year), Bachelor in Business Administration - (3. year)

### Responsible for the course

Erik B Nes

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### 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. 2007. Global marketing. 4th 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 42 hours and includes 30 hours of lectures and 12 hours of case discussions. Note that attendance at case discussions is compulsory since student assessment is based on the cases.

### Evaluation

Assessment is based on a case presentation prepared by groups of 3 - 5 students and on individual participation in case discussions. The students present their case and manage a discussion. The quality of the analysis and recommendations in the case presented accounts for 20% of the total grade. The quality of the presentation and management of the succeeding class discussion also accounts for 20%. Finally, the students participate in discussions of three other cases and their contribution to the discussion in each of the cases account for 20% of the

final grade. Feedback and all grades are given in class at the end of each case session.

**Evaluation code(s)**

EXC 25021 - Process evaluation. Case analysis and recommendations, case presentation and management of class discussion and 3 participations in discussions accounts 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.