



APPLIES TO ACADEMIC YEAR 2007/2008

MRK 2714 Marketing

Program

Bachelor in Arts and Management (1. year), Bachelor in Auditing (1. year), Bachelor in Banking and Finance (SF), 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), Bachelor of Science in Marketing (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

Language of instruction

Norwegian

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. Kapitlene 1, 2, 6, 8, 9, 10, 11, 12, 14, 15, 17, 20

Recommended literature

Books:

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

Course outline

- Segmentation and target group identification
- Positioning and differentiation
- The 4 P's.
- Consumer behavior
- Marketing strategies and plans.

Computer-based tools

Not required for this course, but the term paper and case 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 containing information about the course. Blackboard will be used to post information. It is therefore beneficial if the students have access to the Internet.

Course structure

The course will be made up of lectures on theory. The course comprises of 36 hours of

lectures.

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

Grade in course will be based on following activities and weighting:

Part 1 - Case assignment 1 which can be solved individually or in groups up to three students. Case 1 is handed out early in semester. Case must be 6-8 pages and handed in mid-term.

Part 2 - Case assignment 2 which can be solved individually or in groups up to three students. Case 2 is handed out early in semester. Case must be 6-8 pages and handed in before written exam.

Part 3 - Three hour individual written exam.

All parts must be passed to obtain final grade in the course. Re-sit exams are however possible to do separately.

Evaluation code(s)

MRK 27141 - Case 1 counts 30 % of the grade in MRK 2714 Marketing, 6 ECTS credits.

MRK 27142 - Case 2 counts 30 % of the grade in MRK 2714 Marketing, 6 ECTS credits.

MRK 27143x - Written exam counts 40 % of the grade in MRK 2714 Marketing, 6 ECTS credits.

Aids at the examination

All written aids for the cases.

None at the written exam.

Makeup exam

Every semester