



APPLIES TO ACADEMIC YEAR 2007/2008

MRK 2733 International Marketing

Program

Bachelor in International Marketing (2. year), Bachelor in Marketing (3. year), Bachelor of Science in Marketing (3. year), Bachelor of Business Administration (3. year)

Responsible for the course

Erik B Nes

Department

Marketing

Term

According to study plan

ECTS Credits

9

Language of instruction

Norwegian

Objective

The purpose of the course is to give an introduction to important operating conditions (internationally, nationally and in the individual enterprise) for businesses operating in international markets. Moreover, the course will deal with methods by which Norwegian enterprises can develop viable international market strategies.

Prerequisites

General knowledge of business administration subjects.

Compulsory literature

Books:

Solberg, Carl. A. 2005. Internasjonal markedsføring. 7. utg. Oslo: Universitetsforlaget

Collection of articles:

Nes, Erik B., red. 2008. Artikkelsamling i Internasjonal markedsføring og ledelse 2007/2008. Denne er tilgjengelig via følgende Internettadresse:
<http://www.bi.no/users/fgl93026/mrk9833.htm>

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 51 hours and includes 39 hours of lectures and 12 hours of case discussions. Note that attendance at case discussions is compulsory, since student assessment to a large extent is based on the cases.

Evaluation

The evaluation is based on two parts:

Part 1 - Written case

Assessment is based on a case prepared by groups of 4 students. The grade obtained for the

written work accounts for 40% of the total grade. (Written case must be passed to receive a final grade in the course.)

Part 2 - Case presentation and discussions

The students will present their case and manage a discussion. This is graded and it accounts for 15% of the total grade. Finally, the students will participate in discussions of three other cases and their contribution to the discussion in each of the cases account for 15% of the final grade. The grade in oral exam is final. (Case presentation and discussions must be passed to receive a final grade in the course.)

Evaluation code(s)

MRK 27331 - Process evaluation counts 100% of the grade in MRK 2733, 9 ECTS credits.

Aids at the examination

Compulsory literature and personal written notes.

Makeup exam

A makeup exam is held in connection with the next scheduled exam in the course. Both part 1 written case and part 2 case presentation and discussions must be passed to get final grade in the course. At re-sit exam in part 2 students must participate in discussions of four cases.