



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 2914 Marketing

Programme

Bachelor in Arts and Management (1. year), Bachelor in Auditing (1. year), Bachelor in Banking and Finance (SF), Bachelor in Business Administration (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

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

The objective with 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.

Acquired knowledge:

The students learn important concepts and central marketing models like the four principles of marketing being: target market, customer needs, integrated marketing, and profitability.

Acquired skills:

The students will understand how the marketing function is contributing to the understanding of customer's needs and wants, how this information is influencing the companies products and services, and the resulting consequences for the company's or the organization's ability to reach it's goals.

Reflection:

The student should learn to know about an organization's or a company's role in the society and be able to reflect about social and ethical rules.

Prerequisites

None.

Compulsory reading

Books:

Kotler, Philip and Kevin Lane Keller. 2009. Marketing management. 13th ed. Upper Saddle River, N.J. : Pearson Prentice Hall

Recommended reading

Course outline

- Segmentation and target group identification
- Consumer behavior
- Branding
- Product

- Price
- Market Communication
- Service
- Distribution channels
- Marketing strategies

Computer-based tools

Not required for this course, but the cases can not be submitted in hand writing. This requires the use of a word-processor. Blackboard will be used to post information. It is therefore beneficial if the students have access to the Internet.

Learning process and workload

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

The students work in groups limited to 3 students per group. Each group is required to hand in two cases during the semester.

Activity	Use of hours
Participating in class	36
Preparation for lectures/reading literature	100
Case and exam	64
Recommended total workload	200

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 program.

Use of hours

Examination

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 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 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.

Exam code(s)

MRK 29141 - Case 1 counts 20 % of the grade in MRK 2914 Marketing, 7,5 ECTS credits.

MRK 29142 - Case 2 counts 20 % of the grade in MRK 2914 Marketing, 7,5 ECTS credits.

MRK 29143 - Written exam counts 60 % of the grade in MRK 2914 Marketing, 7,5 ECTS credits.

Examination support materials

All written aids for the cases.

None at the written exam.

Re-sit examination

Makeup of Cases and written held every term.

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

Additional information