



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 3400 Cross Cultural Understanding

Programme

Bachelor in International Marketing (1. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Eriksen, Thomas Hylland, red.. 2001. Flerkulturell forståelse. 2. utg. Oslo : Universitetsforlaget.

Kap. 3, 4, 5, 7, 8 (totalt 90 sider)

Kristoffersen, Henning. 2008. Det nye Kina : kinesisk handel, kultur og politikk. Oslo :

Universitetsforl.. (192 sider)

Articles:

Utvalgte artikler

Recommended reading

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Exam code(s)

Examination support materials

Re-sit examination

Additional information