



APPLIES TO ACADEMIC YEAR 2010/2011

## EXC 2502 International Marketing

### Programme

Bachelor in Business Administration (BBA) (3. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

### Objective

The purpose and learning outcome of the course is that the students will 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 reading

#### Books:

Hollensen, Svend. 2010. Global marketing : a decision-oriented approach. 5th ed. Harlow : Financial Times Prentice Hall. Ny utgave ventes juli 2010

#### Articles:

Neil A. Morgan, Anna Kaleka, & Constantine S. Katsikeas. 2004. Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment. Journal of Marketing. Vol. 68, January. p. 90-108. The students shall in particular pay attention to how resources and capabilities available for the export venture is measured.

Roth, Martin. 1995. The effects of culture and socioeconomics on the performance of global brand image strategies. Journal of marketing research. May. 163-175

Solberg, Carl Arthur. 1997. A framework for analysis of strategy development in globalizing markets. Journal of International Marketing. Vol. 5 Issue. p9, 22p, 2 charts; (AN 4452194)

### Recommended reading

#### Course outline

- The international business environment
- The internationalization process
- Development of international marketing strategies
- 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.

**Examination**

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 accounts for 20% of the final grade. Feedback and all grades are given in class at the end of each case session. Note that attendance at case discussions is compulsory since student assessment is based on the cases.

**Examination 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.

**Examination support materials**

Textbook and article (see under "compulsory reading") plus personal handwritten notes.

**Re-sit examination**

A re-sit examination is held in connection with the next scheduled exam in the course.

**Additional information**

Due to changes in our Bachelor Programmes from the autumn semester of 2009, there also will be changes in every single course.

This course will be lectured for the last time for students in the Bachelor of Business Administration Programme autumn semester of 2010, but will also be offered for incoming exchange students spring semester 2011. Re-sit exam will be given every term from autumn semester of 2011 including the spring semester of 2013.