



GJELDER FOR STUDIEÅRET 2010/2011

EXC 2502 International Marketing

Studium

Bachelor in Business Administration (3. år)

Kursansvarlig

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Mål

Forkunnskaper

Obligatorisk litteratur

Bøker:

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

Artikler:

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)

Anbefalt litteratur

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon