



APPLIES TO ACADEMIC YEAR 2010/2011

GRA 6427 Advanced Topics in International Marketing

Programme

Advanced Specialization Course (MSc), Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in International Marketing and Management, Master of Science in Marketing (Marketing)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Globalisation of world markets has considerably changed the rules of the game for business and governments alike. This course analyses the globalisation phenomenon from a firm perspective, and discusses the fundamental theoretical tenets pertaining to strategic responses to globalisation.

Learning outcome

The students should at the end of this course be able to formulate and carry out research projects relating to strategic development of firms in globalising markets. The topics may vary from one year to the other, depending on research focus in the field. Typical subjects include consequences of globalisation trends on competitive structure, strategy development in globalising markets, market orientation, standardisation / adaptation of the marketing mix and relationships in marketing channels.

Prerequisites

A bachelor degree qualifying for admission to the MSc in International Management programme. A basic course in international marketing is recommended.

Compulsory reading

Articles:

Compilation of articles. A list of compulsory readings will be provided on It's learning or in class

Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Books:

Jain, Subhash C., ed. 2003. Handbook of research in international marketing. Cheltenham : Edward Elgar

Course outline

Introduction, group formation.

Critical issues and problems of globalisation.

Globalisation, industrial organisation (IO) and strategic groups

Theoretical explanations of internationalisation (TCA, network, organisational capability)

Strategy development and strategic thrusts

Standardisation / adaptation of the marketing mix

Control of marketing operations in international markets

Research implications. Preparation seminar for the term paper

Computer-based tools

It's learning

Learning process and workload

The course will be carried out in several sessions. The introduction will give a critical perspective of the drive towards globalisation, including consequences for investment and trade and for the environment. Then in later sessions the students will present papers pertaining to the topics covered, constituting the platform for in depth discussions of relevant theoretical issues. In the last session we will examine research implications of the discussions in the preceding modules and the formulation of the final term paper.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book

Examination

Evaluation is based on three components:

two theory papers (40%),

a final term paper (40%) written in groups of max. three students

class participation (20%).

All parts of the evaluation need to be passed in order to get a grade in the course.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course. You will find detailed information about the point system and the cut off points with reference to the letter grades on the course site in It's learning.

Examination code(s)

GRA64271 accounts for 100% of the final grade in the course GRA 6427.

Examination support materials

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

It is only possible to retake an examination when the course is next taught.

The assessment in some courses is based on more than one exam code.

Where this is the case, you may retake only the assessed components of one of these exam codes.

Where this is not the case, all of the assessed components of the course must be retaken.

All retaken examinations will incur an additional fee.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.

