



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 2033 International Marketing

Programme

Bachelor in International Marketing (2. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The forces of globalization affect all organizations, also those with all their activities in their home market. A thorough understanding of globalization processes is required for appropriately judging the changes in the competitive situation, new possibilities and threats. In this course we identify the most important characteristics of this development, provide theoretical insight into the demands that organizations face due to globalization and develop an understanding of alternative marketing strategies.

Learning outcome

Acquired knowledge

- Understanding the role of the organization's internal resources in shaping international marketing success.
- Understanding the internationalization process.
- Building knowledge about the most important institutions related to Norway's international trade.
- Understanding the role of culture in international marketing and acquire an overview of secondary data sources about cultural issues.
- Understanding how international marketing differs from domestic marketing.
- Building knowledge about international pricing, product strategies, marketing communication, marketing channels and relationships with customers and distributors.

Acquired skills

- Analyzing the organization's internal culture, resources, and capabilities necessary for international marketing activities.
- Analyzing the organization's external international environment and its impact on international marketing strategies.
- Identifying and formulating useful and precise problem formulations as a basis for marketing strategy development in practical cases.
- Developing a goal for an international marketing strategy.
- Developing an international marketing strategy.
- Developing specific international marketing strategies for price, product, promotion, and marketing channels.
- Using accounting data for solving practical international marketing cases.
- Participating actively in discussions about international marketing issues, and leading a group discussion.

Reflection

The students will recognize the importance of and increase their interest in international economics, politics and culture. The students will become aware of the ethical dilemmas relating to international marketing.

Prerequisites

MRK 2914 Marketing and MRK 2980 Consumer Behaviour or equivalent courses.

Compulsory reading

Books:

Solberg, Carl Arthur. 2009. Internasjonal markedsføring. 8. utg. Oslo : Universitetsforlaget

Articles:

Nes, Erik B. 2001. Norges Profil som Opprinnelsesland. Magma. 1. Tilgjengelig på <http://www.sivil.no/magma.asp?FILE=2001/01/061nes/html>

Nes, E.B, Solberg, C.A. and Silkoset, R. 2007. The Impact of National Culture and Communication on Exporter-Distributor Relations and on Export Performance. International Business Review. Vol. 15, no 4

Roth, M.S. 1995. The Effects of Culture and Socioeconomics on the Performance of Global Brand Strategies. Journal of Marketing Research. Vol XXXII (May). 163-175

Recommended reading

Course outline

- The international economic environment
- Internationalization theory
- The analysis of the organization's internal and external environment
- Choosing international markets
- Choosing marketing channels
- Relationships with distributors and customers
- International pricing strategies
- International product strategies
- International marketing communication
- Organizing and controlling the international activities
- Application of practical cases

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consists of a combination of lectures in class and case seminars in smaller groups. The students participate in four (4) case seminars, each lasting for three (3) hours.

Groups consisting of five (5) students solve a case that will later be presented to three (3) other student groups in a main group. Case presentations must be delivered electronically. After the presentation, the students in the presenting group will moderate the discussion about the case firm in the main-group. The administration may change the group size +/- 1 student to get the number of students to fit the main groups.

In addition to activities relating to their own case, the students will participate in discussions of three (3) other cases. Participation in all case discussions is mandatory, since the case seminars constitute the examination in this course.

Recommended workload in hours

Activity	Hours
Participation in lectures	30
Participation in case seminars	12
Preparation for and processing of lectures	82
Development of case solution for delivery and preparation for presentation	25
Preparation for three (3) oral case discussions	51
Total recommended workload in hours	200

Use of hours

33 hours – Lectures

30 hours – Centrally coordinated hours relating to the execution of case seminars

60 hours – Total

The students have 30 hours of lectures in class and 12 hours of case seminars (in smaller groups).

Examination

Assessment is based on the performance in the four case seminars. In one of the seminars a group of five (5) students present their analyses and recommendations concerning the case company. The quality of the analysis and recommendations accounts for 20% of the final 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. Note that a copy of the presentation must be delivered electronically before the case seminars,

and it is not possible to change the content after delivery. The grade for the case presentation and participation in case discussions is final. The case presentation/case discussions must in total be passed to get the final grade.

Attendance at all case discussions is compulsory since student assessment is based on the cases. Absence due to medical conditions must be documented with a medical certificate delivered to the school within 10 days after the case seminar. Vacation, work, etc. are not legitimate reasons for absence. Students that cannot document that their absence is caused by legitimate reasons will not receive a grade in the course and must participate in a re-sit exam later. Students with approved applications for absence in one or maximum two case seminars, can apply to hand in and receive evaluation of written case solutions of other cases in international marketing that the school will provide. Such assignments will be individual. Students with absence in more than two (2) case seminars must always participate in a re-sit exam later..

Examination code(s)

MRK 20331 Process evaluation accounts for 100% of the grade in the course MRK 2033, 7,5 credits.

Examination support materials

In the case seminars, a PC is allowed only for those that present, not for those that participate in discussions.

Re-sit examination

A re-sit examination is held in connection with the next scheduled exam in the course. In the case of a re-sit exam, the student must participate in all four (4) case seminars once again. In re-sit exams the student will deliver a written assignment that accounts for 20% of the grade and will participate in four (4) case discussions.

Additional information