



APPLIES TO ACADEMIC YEAR 2010/2011

## MRK 2733 International Marketing

### Programme

Bachelor in Business Administration (3. year), Bachelor in Marketing (3. year), Bachelor of Science in Business (3. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

9

### Language of instruction

Norwegian

### Introduction

### Objective

The students develop competence in analysing in the impact of internal and external forces on the internationalization strategies of the firm, to develop such internationalizing strategies and to apply the knowledge in practical cases.

### Prerequisites

General knowledge of business administration subjects.

### 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/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

1. The international business environment
2. The internationalization process
3. Development of international marketing strategies
4. The use of marketing mix in international marketing

### Computer-based tools

Computer-based tools are not used.

### Course structure

The course is based on 51 hours and includes 39 hours of lectures and 12 hours of case discussions. Note that attendance at case discussions is compulsory, since student assessment to a large extent is based on the cases.

**Examination**

The evaluation is based on two parts:

**Part 1 - Written case**

Assessment is based on a case prepared by groups of 4 students. The grade obtained for the written work accounts for 40% of the total grade. (Written case must be passed to receive a final grade in the course.)

**Part 2 - Case presentation and discussions**

The students will present their case and manage a discussion. This is graded and it accounts for 15% of the total grade. Finally, the students will participate in discussions of three other cases and their contribution to the discussion in each of the cases account for 15% of the final grade. The grade in oral exam is final. (Case presentation and discussions must be passed to receive a final grade in the course.)

**Examination code(s)**

MRK 27331 - Process evaluation counts 100% of the grade in MRK 2733, 9 ECTS credits.

**Examination support materials**

Compulsory literature and personal written notes.

**Re-sit examination**

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

This course will be taught for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.

Both part 1 written case and part 2 case presentation and discussions must be passed to get final grade in the course. At re-sit exam in part 2 students must participate in discussions of four cases.

**Additional information**