



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 2734 International Marketing

Programme

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

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

9

Language of instruction

Norwegian

Introduction

The course MRK 2734 International Marketing is identical to MRK 2733 International Marketing in subject content, however the two courses have different exams. MRK 2734 is adapted to students following the distance education program.

Objective

The purpose of the course is to give an introduction to important operating conditions (internationally, nationally and in the individual enterprise) for businesses operating in international markets. Moreover, the course will deal with methods by which Norwegian enterprises can develop viable international market strategies.

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

- 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

Course Structure Distance Education

At the beginning of the course and before the exams there will be arranged intensive lessons. Distance Education also has a study guide as a supplement to the required reading. The study guide contains information on the study program, progress plan, and exercises and proposed solutions. Guidance via the

Internet contains subject pages and group discussions. The course participants are given the opportunity to hand in voluntary assignments for evaluation.

Examination

Four cases are to be solved and evaluated in the course. Groups of 2-4 students solve one of the cases together and hand in their written paper, which accounts for 40% of the total grade in the course.

The three other cases are to be answered individually at a 4-hour written exam, which accounts for 60% of the total grade.

Examination code(s)

MRK 27341 - case, including adjustment of grade in oral presentation, which accounts for 40% of the total grade in MRK 2734, 9 ECTS credits.

MRK 27342 - written exam, which accounts for 60% of the total grade in MRK 2734, 9 ECTS credits.

Examination support materials

Compulsory literature and 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 lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.

Additional information