



APPLIES TO ACADEMIC YEAR 2010/2011

## MRK 3544 Political Economy

### Programme

Bachelor in International Marketing (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

*The purpose of the course*

The course is an introduction to the key supranational and intergovernmental organizations that regulate international economic activity, with particular emphasis on the historical background, structure and function of the WTO and the EU. Special attention is devoted to regimes of relevance to marketing and consumer issues, as well as how the international civil society is strengthened as a key player in forming public opinion

### Learning outcome

#### Knowledge:

Students will gain a basic understanding of international economic policy, and understand how organizations, in particular the WTO and the EU's political attempts to overcome impotence and adjustment problems (regulation) of international economic activity. Likewise, students acquire specific knowledge about the regimes that provide for specified rights and obligations across national government competencies.

#### Skills:

The students are to acquire a clear understanding of how cross-border economic activity takes place in a complex regulatory regime, where both national government and supranational competencies interact. Students will be able to understand how marketing is regulated as both supranational cross-border services, and as a part of corporate and national states' economic strategies.

#### The course's influence on attitudes:

Students will be trained to understand the value-based reasons for the supranational regimes, and to have a mature and reflective approach to the problems and weaknesses that characterize these regimes. Likewise, it is important to develop an understanding of how markets need regulation to function.

### Prerequisites

None.

### Compulsory reading

#### Books:

Oatley, Thomas H. 2009. International political economy : interests and institutions in the global economy. 4th ed. New York : Pearson/Longman. 420/16. (Kapittel 12, 13, 14, og 15 er ikke pensum.)

#### Collection of articles:

Catherine Børve Arnesen. 2010. Artikkelsamling til Politisk økonomi. Oslo: Handelshøyskolen BI

### Recommended reading

#### Books:

Ravenhill, John, ed. 2008. Global political economy. 2nd ed. Oxford : Oxford University Press. 515/14

### Course outline

- International political economy
- International trade and cooperation
- Frameworks and institutions
- Regulation and industrial policy
- International regimes (WTO, OECD)
- Regional regimes (NAFTA, ASEAN, EU, EEA)
- Global interest groups (NGOs, etc.)
- Business environment and the EU
- Globalisation
- Business-government relations
- Norwegian trade, politics and strategy - case studies

### Computer-based tools

Computer based tools will not be necessary

### Learning process and workload

#### 1) Understanding the process

The course consists of 39 hours constituting a combination of lectures and feedback on students' work. During the semester, students will work with 1 (one) assignment (work requirement). The assignment consists of problem solving and group discussions based on the most relevant topics in the curriculum. The assignment is compulsory and will be implemented according to plan. The assignment is to be submitted electronically in the middle of the semester, and feedback (pass / fail) will be given in advance of the written exam. The assignment must be passed in order for the student to be able to take the exam. The assignment is to be solved in groups of 3-5 students.

Otherwise it is expected active participation by the students during the lecture sessions.

The course ends with a 3-hour written examination counting 100% towards the grade.

#### 2) Recommended workload for students

#### Activity Time Use

Participation in education and group: 39 hrs  
Homework / preparation for lectures and similar: 93hrs  
Working on 1(one) assignment: 65hrs  
Exam: 3 hrs

**Total recommended use of time: 200hrs**

#### Use of hours

Activities: time spent in hours:

- Lectures: 39 hours
- Time used for evaluation of assignment : 6 hours

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Framework for use of resources: 45 hours

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### Coursework requirements

One assignment.

### Examination

An individual written 3-hour examination accounts for 100% of the grade.

### Examination code(s)

MRK 35441 Written exam, counts 100 % to obtain a grade in MRK 3544 Political economy, 7,5 ECTS.

### Examination support materials

No support materials are permitted for the written exam.

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### Re-sit examination

A re-sit exam is possible in connection with the next scheduled examination in the course.

Students that have not met the coursework requirements, must do the assignment during the next scheduled course.

Students that have not passed the written exam or who wish to improve their grade must re-take the exam in connection with the next scheduled course..

**Additional information**