



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 9801 Marketing channels - RE-SIT EXAMINATION

Programme

Makeup exams

Responsible for the course

Arne Nygaard

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Objective

This is a course in the area of management of interorganizational relationships in distribution and retailing management and strategy. Retailing management issues in the course are; The dynamic nature of competitors and customers in retail markets, competitive advantages and growth opportunities in retailing and the role of location, organizational structure and human resource management, information and relationships in retailing. The focus is on strategic and managerial aspects of distribution. We will analyze marketing channels from social, economic and political perspectives. The course emphasizes planning, organization and control of alliances among the institutions, agencies and within company units involved in the process of making products and services available for consumption. While retail, wholesale, and production firms are elements of marketing channels, we emphasize that the relationships among the firms comprising channels, and among the agents acting within the channels are the crucial aspects of long-term competitive viability.

Prerequisites

No particular prerequisites are required.

Compulsory reading

Books:

Gripsrud, Geir og Arne Nygaard. 2005. Markedsføringskanaler. 4. utg. Oslo : Cappelen akademisk forlag

Nygaard, Arne. 2007. Alliansebygging : strategi, nettverk, marked. Bergen : Fagbokforlaget

Other:

Case

Recommended reading

Books:

Haugland, Sven A. 2004. Samarbeid, allianser og nettverk. 2. utg. Oslo: Universitetsforlaget

Other:

Ingen

Course outline

Computer-based tools

Computer tools are not necessary.

Course structure

The course objectives are reached through a combination of lectures and students working in small groups.

Group work includes the three case assignments given in the first lecture. These will be presented in class, and the case discussions will to a large extent be run by the students. Each of the three cases will consist of two questions. The course has 42 hours (33 hours + 9 hours) of lectures and case presentations. Students that take part in NMH's part-time course have less hours of lecture.

The case presentations are organized as follows: A three-hour working session will be arranged for each case. Each of these sessions will consist of the following: In the first lesson, the lecturer selects one student group to present their solution to question 1. An opponent group is also selected. The two groups discuss the solution to question 1, and the class is eventually invited to comment on the two groups' suggestions. In the second lesson this procedure is repeated for question 2, new solutions are discussed. In the third lesson, the lecturer draws the necessary conclusions and closes the case. One or more exam questions will be related to one or more cases, and it is thus important that the students devote themselves to solving the case questions, and participate in the case presentations.

Examination

A four-hour individual written examination concludes the course.

Examination code(s)

MRK 98011 - written exam, which accounts for 100% of the grade in MRK 9801 Marketing channels, 6 ECTS credits.

Examination support materials

No aids are permitted during the exams.

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course was lectured for the last time spring 2010. Re-sit examination will be offered every term from autumn 2010 and even spring 2012.

Additional information