



APPLIES TO ACADEMIC YEAR 2011/2012

MRK 2033 International Marketing

Programme

Bachelor in International Marketing (2. year), Bachelor in Marketing (3. year)

Responsible for the course

Jon Bingen Sande

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Globalization affects all firms, also those operating in their home markets. Understanding this development is important for judging changes in the competitive situation and for new opportunities and threats. In this course, we treat this development, develop theoretical insight into what demands this development poses for the firm's organization, and develop understanding of alternative market strategies.

Learning outcome

Acquired knowledge

- Understand how international marketing differs from domestic marketing;
- Build knowledge about external environmental factors, such as globalization and cultural differences, that have consequences for businesses operating in international markets;
- Understand the role of culture in international marketing and sources of secondary data about international markets
- Build knowledge about role of export in Norway and the conditions under which Norwegian firms operate when engaging in international marketing
- Understand the internationalization process and the role of international company culture and internal resources and capabilities in international market success;
- Understand how to develop international marketing strategies in globalizing marketing;
- Build knowledge about international market selection, entry modes, sourcing, international product strategy, pricing, market communication and distribution, as well as how to organization and planning international marketing activities.

Acquired skills

- Be able to analyze the external international marketing environment.
- Be able to analyze and use economic data for practical decision making in international marketing.
- Be able to analyze the international company culture and internal resources and capabilities necessary for international marketing activities.
- Be able to identify useful and precise problem formulations as a basis for marketing strategy development.
- Be able to developing goals for international marketing.
- Be able to develop viable international marketing strategies.
- Be able to develop product strategies, pricing strategies, promotion strategies, and marketing channel strategies, as well as suggesting how international marketing should be organized, planned and implemented.
- Be able to participate in and moderate group discussions about international marketing.

Reflection

- The students will recognize the importance of and increase their interest in international economics, politics, culture and marketing.
- The students will see ethical dilemmas in 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. Universitetsforlaget

Articles:

Morgan, Neil A., Anna Kaleka, & Constantine S. Katsikeas. 2004. Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment. *Journal of Marketing*. Vol. 68, January. 90-108. Studentene bør spesielt se på tabellen i vedlegget til artikkelen, som beskriver ressurser og kapabiliteter tilgjengelig for eksport

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**

- Globalization, the international economic, political, social and technological environment, and analysis of the external marketing environment.
- International market research and information sources.
- The internationalization theory and the analysis of the internal international company culture, resources and capabilities of the firm.
- International marketing strategy and competitiveness development.
- International market selection
- International entry modes and sourcing.
- International product strategy, pricing, and market communication.
- Control and implementation of international marketing activities.
- Analyzing and discussing 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 reduce the group size 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

30 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 (4) case seminars. In one of the seminars a student group of five (5) students present their analyses and recommendations concerning the case company. After the presentation this student group will manage a discussion of the case between the other members their main group (who are members of three (3) other student groups). In the remaining three seminars, the student group members will individually participate in the discussion of other cases.

The quality of the analysis and recommendations that the student group presents 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

Textbook and articles (see literature) plus lecture notes and other material produced by the student him/herself. Computer cannot be used by discussants, so lecture notes and other materials produced by the student must be printed on paper.

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