



APPLIES TO ACADEMIC YEAR 2011/2012

MRK 2733 International Marketing - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Jon Bingen Sande

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

Examination

Assessment is based on a term paper containing 3 case analysis. All the three cases have to

be solved individually and within 6 weeks

Examination code(s)

MRK 27331 - Term paper accounts 100% of the grade in MRK 2733, 9 ECTS credits.

Examination support materials

Compulsory literature and personal written notes.

Re-sit examination

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

Additional information