



APPLIES TO ACADEMIC YEAR 2012/2013

## EXC 2502 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

6

### Language of instruction

English

### Introduction

### Objective

The purpose and learning outcome of the course is that the students will develop knowledge of analysis of internal and environmental factors that are important for businesses operating in international markets. Moreover, the students will develop knowledge of methods by which enterprises can develop viable international market strategies and apply these methods in business cases.

### Prerequisites

General knowledge of business administration subjects.

### Compulsory reading

#### Books:

Hollensen, Svend. 2011. Global marketing : a decision-oriented approach. 5th ed. Financial Times Prentice Hall

#### Articles:

Neil A. Morgan, Anna Kaleka, & Constantine S. Katsikeas. 2004. Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment. *Journal of Marketing*. Vol. 68, January. p. 90-108. The students shall in particular pay attention to how resources and capabilities available for the export venture is measured.

Roth, Martin. 1995. The effects of culture and socioeconomics on the performance of global brand image strategies. *Journal of marketing research*. May. 163-175

Solberg, Carl Arthur. 1997. A framework for analysis of strategy development in globalizing markets. *Journal of International Marketing*. Vol. 5 Issue. p9, 22p, 2 charts; (AN 4452194)

### 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

None.

#### Course structure

The course is based on 42 hours and includes 30 hours of lectures and 12 hours of case discussions.

**Examination**

Assessment is based on a term paper containing 3 case analysis. All the three cases have to be solved within 6 weeks.

**Examination code(s)**

EXC 25021 - Term paper. Contains three case analysis. Accounts for 100% of the grade in the course EXC 2502 International Marketing, 6 ECTS credits.

**Examination support materials**

Textbook and article (see under "compulsory reading") plus personal handwritten notes.

**Re-sit examination**

This course was lectured for the last time for students in the Bachelor of Business Administration Programme autumn semester of 2010, but will also be offered for incoming exchange students spring semester 2011. Re-sit exam will be given every term from autumn semester of 2011 including the spring semester of 2013.

**Additional information**