



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 3544 Political Economy

Programme

Bachelor in International Marketing (2. year)

Responsible for the course

Are Vegard Haug

Department

Department of Accounting - Auditing and Law

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

Acquired 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.

Acquired 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.

Reflection

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:

Smith, Roy, Imad El-Anis and Christopher Farrands. 2010. International political economy in the 21st century : contemporary issues and analyses. Longman/Pearson

Collection of articles:

Kåre Hagen. 2011. Artikkelsamling til Politisk økonomi. Handelshøyskolen BI

Recommended reading

Books:

Claes, Dag Harald, Helge Hveem og Bent Sofus Tranøy. 2012. Global økonomi, krise, og politisk styring. Universitetsforlaget. 310/11

Oatley, Thomas H. 2011. International political economy : interests and institutions in the global economy. 5th ed. Longman/Pearson. 16/420

Course outline

- International political economy - theory and framework
- International trade and cooperation
- Frameworks and institutions
- Regulation and industrial policy
- International regimes (WTO, OECD)
- Regional regimes (NAFTA, ASEAN, EU, EEA)
- The international monetarian system
- Trade policy
- Trade and development
- Global interest groups (NGOs, etc.)
- Business environment and the EU
- Globalisation

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.

Coursework Requirements

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 2-4 students.

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

2) Recommended workload for students

| Activity | Use of hours |
|---|--------------|
| Participation in education and groups | 39 |
| Homework / preparation for lectures and similar | 93 |
| Working on 1(one) assignment | 65 |
| Exam | 3 |
| Total recommended use of hours | 200 |

Use of hours

Coursework requirements

In order to sit for final exam students must submit electronic an assignment. Se "Learning process and workload".

Examination

An individual written 3-hour examination concludes the course.

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 allowed.

Re-sit examination

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