



APPLIES TO ACADEMIC YEAR 2012/2013

RLS 2730 International Marketing in the Tourist Industry - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Georg Kamfjord

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

9

Language of instruction

Norwegian

Introduction

Objective

The objective of the course is to provide the students with an insight into and a closer understanding of operators, processes and major developments in competitive international tourism. This insight will form the basis for an introduction to international marketing in general, and the marketing internationally of Norwegian tourism products in particular. Considerable emphasis will be placed on discussing the critical conditions for success relating to the producer stage and the intermediate stage in the producer country by applying international competitive strategies.

Prerequisites

The first two years of the Bachelor of Business Administration Program in Travel and Tourism or equivalent.

Compulsory reading

Books:

Solberg, Carl Arthur. 2009. Internasjonal markedsføring. 8. utg. Oslo : Universitetsforlaget

Collection of articles:

Kamfjord, Georg, red. 2008. Artikkelsamling: Internasjonal reiselivsmarkedsføring. Oslo: Handelshøyskolen BI. (på Blackboard)

Other:

Utdelt materiale

Recommended reading

Other:

Ingen

Course outline

- Market analysis
- Competitor analysis
- National and international framework conditions for the marketing of Norwegian tourism
- The cultural dimension in international marketing
- Distribution channels and distribution systems in international tourism
- National organization strategies and strategies of cooperation in international tourism marketing
- Developing an international marketing strategy
- Examples related to enterprises

Computer-based tools

Are not required in this course.

Course structure

The course duration is 54 lecture hours and obligatory participation in 4 case discussions.

Examination

A 15 page report based on a case in international tourism marketing, and participation in the 4 oral case discussions.

Examination code(s)

RLS 27301 International Marketing in the Tourist Industry - written case accounts for 40% to receive a grade in the course RLS 2730, 9 ECTS credits.

RLS 27302 International Marketing in the Tourist Industry - oral case discussions accounts for 60% to receive a grade in the course RLS 2730, 9 ECTS credits.

Examination support materials

All support materials are allowed at the examination.

Re-sit examination

This course was lectured for the last time spring 2011. A re-sit examination will be offered every term from autumn 2011 even spring 2013.

Additional information