

## Course description

### Market planning and strategy

#### 1. Bachelor Degree:

Bachelor in International marketing and relationship management

#### 2. Course:

Market planning and strategy

#### 3. Semester:

Fall 05

#### 4. Start date:

7 september

#### 5. Lecturer: Nils M. Høgevold

#### 6. Room:

#### 7. Telephone:

#### 8. E-mail: [nils@trademark.no](mailto:nils@trademark.no)

#### 9.

#### 10. Academic description:

The course gives an understanding of what comprises in a marketing plan, and an insight in the work of making a marketing plan.

Internal and external working conditions affect the decisions taken in marketing, and the course focuses on how these working conditions affect the outcome of decisions when it comes to product, price, distribution and marketing communication.

#### 11. Course aims:

The main aim of the course is that the students will be capable of forming a marketing plan from a given situation. In this work it is crucial to be conscious about the possibilities and threats a business faces in the market, compared to their competitors. Some models for analysis will be used in creating the marketing plan, and it is important that the students know the difference between strategy and plan for actions.

#### 12. Student expectations:

Be well prepared for the lectures.

Participate in discussions.

Students need to be prepared to present parts of the curriculum orally.

#### 13. Lecture aims:

#### 14. Consequences by not handing in mandatory paper:

Rules for exams apply

## **15. Assessment:**

During the semester the students will make and present a marketing plan. Both plan and presentation will be graded and are a part of the total grade of the course.

### **Grading the course:**

Individual presentation:	10%
Marketing plan (in groups):	40%
Individual written exam (3 hours):	50%

## **16. Assessment criterias:**

## **18. Required readings:**

Bok: Markedsføringsledelse 1 & 2, 2004, P. Kotler, Gyldendal Akademisk

Program: Marketing Plan Pro, Palo Alto Software (siste utgave)

(Lastes rimeligst ned fra nettet: <http://www.paloalto.com>)

Handouts

Lecture notes