

## COURSE DESCRIPTION

### International Marketing

1. Bachelor Degree:	International Marketing and Relationship Management Hotel and Relationship Management
2. Course:	International marketing
3. Semester:	Autumn
4. Credits:	10
5. Lecturer:	Associate Professor Tore Mysen
6. Contact hours:	60
7. Prerequisites:	Marketing management: Swot/Marketing Planning
8. Academic description:	International marketing develops basic marketing strategy knowledge in an international context. The globalizing of industries entails psychic, cultural and physical distances that make the decision process more complex, compared to a domestic approach. The different stages in the internationalizing process are considered, framed by assessment of scope, overall growth strategy, scope, goals, markets and the international marketing mix.
9. Course aims:	The students shall acquire the understanding of the domestic and global context, within which businesses operate. The students' analytical skill shall develop through increased focus on the global environment, as well as new theoretical models implemented, emphasizing how different factors influence decisions applied in the internationalizing process.
10. Course content:	<p>Main content in the course:</p> <ul style="list-style-type: none"> <li>- International marketing strategy decisions</li> <li>- The globalizing world and the business' internationalizing process</li> <li>- How to measure export success</li> <li>- Factors that influence export performance</li> <li>- The organizing of foreign operations</li> <li>- International marketing research</li> <li>- Business scope and goals</li> <li>- Internationalizing and the choice of growth strategy</li> <li>- The assessment of different foreign markets</li> <li>- The choice of foreign entry/operation mode</li> <li>- Coordinating/controlling foreign partners' activities</li> <li>- Positioning the product across borders</li> </ul>

	<ul style="list-style-type: none"> <li>- Customizing or/and standardizing the product offer</li> <li>- Customizing and/or standardizing the promotion strategy, the price strategy and/or the channel strategy</li> <li>- Financing international operations</li> <li>- Logistics</li> </ul>
11. Teaching methods:	The teaching comprises lectures in class, active participation by the students, tutoring and group work. The students, individually and in groups, discuss and argue international marketing decisions within different industries.
12. Assessment:	Case-work (groups) = 60 %, individual exam = 40 %.
13. Required readings:	Solberg, Carl Arthur (2005): <i>Internasjonal markedsføring</i> , Universitetsforlaget, 506 pages. Supplementary papers from international journals.
14. Supplementary readings:	