

COURSE DESCRIPTION FOR MARKETING MANAGEMENT

1. Bachelor Degree:	BA Advertising and Brand Building BA International Marketing
2. Course:	Marketing Management
3. Semester:	Fall 1. Semester
4. Credits:	10
5. Lecturer:	Assistant Professor Nils M. Høgvold
6. Number of contact hours:	The lecturer is obligated to have 50 lecture hours with the class in the classroom.
7. Prerequisites:	None
8. Academic description:	<p>Fundamental Marketing Concepts and tasks</p> <p>Market orientation</p> <p>Business Unit Strategic Planning</p> <p>Business Goal, vision and mission</p> <p>Business strategies</p> <p>Capturing Marketing Insights</p> <p>Analyzing Consumer and Business Markets</p> <p>Identifying Market Segmentation and Targets</p> <p>Product and Brand Positioning</p> <p>Marketing Mix</p> <p>International marketing</p> <p>Brand Management</p> <p>Case related to building strong brands</p>
9. Course aims:	To provide students with insights and understanding necessary to make the right marketing decisions in their future roles as decision makers in the private and public sector.
10. Course content:	The course offers introduction to the principles and fundamental theories of marketing. The course focuses on consumer goals and needs, and how to satisfy it. Building strong brand with use of the marketing mix is hereby essential in the course.

11. Teaching methods:	Lectures, instructions and workshops
12. Assessment:	3 hours written final exam – 60%. The student has to hand in a compulsory term paper. This paper provides working in groups of 3 persons. The paper must be passed to gain access to the final exam – 40%.
13. Required readings:	Kotler, Philip. Last edition. Markedsføringsledelse. Oslo: Gyldendal akademisk. Kr 529,-, 627 pages. ISBN: 978-82-05-31582-2 Hem, Leif. E. og Iversen, Nina. (2004): Perspektiver på merkeledelse. Fagbokforlaget.
14. Supplementary readings:	Framnes, Runar og Thjømmøe, Hans M. (2001): Markedsføringsledelse. Universitetsforlaget. 449,- ISBN: 8215001173 De Chernatony, Leslie. 2001. From brand vision to brand evaluation. Oxford: Butterworth-Heinemann.