



## COURSE DESCRIPTION

### MFL1100 Marketing Management

1. Degree	Bachelor of Marketing and Internationalization Strategies Bachelor of Advertising and Brand Management
2. Year/semester	1 <sup>st</sup> year – 1 <sup>st</sup> semester
3. Credits	10
4. Course instructor	Lecturer Adrian Peretz
5. Contact hours	50 hours
6. Course prerequisites	There are no specific prerequisites for this course.
7. Learning goals	The aim of this course is to introduce students to marketing and branding. The course will provide students with a thorough understanding of the concepts and terms used in these fields. A key objective of this course is to provide students with the knowledge and skills required for more advanced courses within the field of marketing. Students will gain insight into the main principles of marketing by working with material drawn from current business examples.
8. Course contents	<p>As it becomes increasingly difficult for customers to tell the offerings in most consumers markets apart, it has become more important for companies to learn how to present both the company and its offerings. Branding as such is all about how each company influences customers' perceptions of the company and of the products or services it has on offer.</p> <p>In this class, students will receive an introduction to the key theories, terms, and models used in marketing and branding.</p> <p>Key topics:</p> <ul style="list-style-type: none"><li>Key terms and perspectives in marketing</li><li>Market-oriented leadership</li><li>The marketing plan</li></ul>

	<p>The company's goals, vision, and mission</p> <p>Business unit strategy</p> <p>Competitive analysis</p> <p>Segmentation and target-group selection</p> <p>Target-group analysis</p> <p>Positioning and applying the marketing mix</p> <p>International marketing</p> <p>Key terms and concepts in branding</p> <p>Branding – theory and practice</p> <p>A marketing case</p>
9. Method of instruction	<p>The course will be taught through lectures and in-class discussions. Students should be prepared to share their experiences and opinions, ask questions, and respectfully disagree with both the teacher and their fellow classmates when they see fit. We will use a variety of classroom activities, including both individual and group presentations.</p>
10. Assessment	<p>Team project: 40 % (Up to three students in each group. Project starts at beginning of term and report is due one week after final exam).</p> <p>Final exam: 60 %</p>
11. Course syllabus	<p>Hem, Leif Egil, og Nina M. Iversen. 2004. <i>Perspektiver på merkevareledelse</i>. Bergen: Fagbokforlaget. ISBN: 82-450-0116-3. Sider: 269. Pris: 381,-.</p> <p>Kotler, Philip. 2005. <i>Markedsføringsledelse</i>. 3. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-31582-2. Sider: 627. Pris: 559,-.</p>
12. Recommended reading	<p>De Chernatony, Leslie. 2006. <i>From brand vision to brand evaluation: the strategic process of growing and strengthening brands</i>. 2nd ed. Oxford: Butterworth Heinemann. ISBN: 978-0-7506-6749-4. Sider: 318. Pris: 378,-.</p> <p>Framnes, Runar, Arve Pettersen og Hans Mathias Thjømøe. 2006. <i>Markedsføringsledelse</i>. 7. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-00831-8. Sider: 624. Pris: 539,-.</p>