



## 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	Assistant Professor Adrian Peretz
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications.
7. Learning goals	The aim of this course is to introduce students to marketing management. 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	The course offers introduction to the principles and fundamental theories of marketing. The students will develop a marketing plan as a part of this course. Key topics: Key terms and perspectives in marketing Market-oriented leadership The marketing plan The company's goals, vision, and mission Business unit strategy Competitive analysis Segmentation and target-group selection Target-group analysis

	<p>Positioning and applying the marketing mix</p> <p>Service marketing</p> <p>Product development</p> <p>Business to business marketing</p> <p>International marketing</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 two weeks before final exam).</p> <p>Final exam: 60 %</p>
11. Course syllabus	<p>Kotler, Philip. 2005. <i>Markedsføringsledelse</i>. 3. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-31582-2. (627 p)        Price: 559,-.</p>
12. Recommended reading	<p>Framnes, Runar, Arve Pettersen og Hans Mathias Thjømmøe. 2006. <i>Markedsføringsledelse</i>. 7. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-00831-8.</p>