



## COURSE DESCRIPTION

### IMF2100 International Marketing

1. Degree	Bachelor of Hotel and Relationship Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management
2. Year/semester	2 <sup>nd</sup> year – 4 <sup>th</sup> semester
3. Credits	10
4. Course instructor	Associate Professor Tore Mysen
5. Contact hours	50 hours
6. Course prerequisites	Marketing Management: Swot/Marketing Planning
7. Learning goals	The students shall acquire knowledge of the decisions involved in the internationalization process of the firm, be able to analyze the global conditions in which the company operates and recommend strategies within international marketing.
8. Course contents	International marketing involves the use and adaptation of basic marketing principles, strategies and actions in a global context. The internationalization process of the company brings the necessity of taking into account new market conditions, an extended range of marketing decisions and new marketing tasks, but the focus is still on market orientation and the ability to analyze, organize and plan. Therefore, analyzing the company and the global world requests a broader view compared to restricting the focus to national boundaries. One of the first and important decisions is whether or not to expand to new markets at all, eventually which growth strategy to implement, choice of market(s), entry mode(s), positioning, degree of standardizing marketing, and finally how to organize marketing to succeed in the internationalization process.
9. Method of instruction	The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom

	<p>activities, including both individual and group presentations.</p> <p>The students are required to invest considerable efforts in the learning process.</p>
10. Assessment	<p>Assignments/mid-term exam: 40 %: Group assessment; three students maximum in the group.</p> <p>Final exam: 60 %: Individual exam.</p>
11. Course syllabus	<p>Mysen, Tore, red. 2009. <i>Kompendium: Internasjonal markedsføring</i>. Oslo: Markedshøyskolen Campus Kristiania. (ca 85 s) Pris: ca 160,-</p> <p>Solberg, Carl Arthur. 2005. <i>Internasjonal markedsføring</i>. 8. utg.<sup>1</sup> Oslo: Universitetsforlaget. ISBN: 978-82-15-01401-?. (? s) Pris: ?</p> <p><b><i>Kompendium : Internasjonal markedsføring inneholder:</i></b></p> <p>Altinay, Levent. 2005. Faktorer som påvirker valg av etableringsform: empiriske resultater fra en internasjonal hotellorganisasjon. I <i>Perspektiver på markedsføring av reiseliv</i>, redigert av K. A. Ellingsen og M. Mehmetoglu. Bergen: Fagbokforlaget. s. 288-308.</p> <p>Carlsson, Johan, Axel Nordegren og Fredrik Sjöholm. 2005. International experience and the performance of Scandinavian firms in China. <i>International Business Review</i> 14 (1):21-40.</p> <p>La, Vinh Q., Paul G. Patterson og Chris W. Styles. 2005. Determinants of export performance across service types: a conceptual model. <i>Journal of Services Marketing</i> 19 (6):379-391.</p> <p>Nygaard, Arne. 2007. Kapittel 2: Strategiske allianser og Kapittel 3: Identifiser strategisk rasjonale. I <i>Alliansebygging</i>. Bergen: Fagbokforlaget, s. 17-26.</p> <p>Zou, Shaoming og Simona Stan. 1998. The determinants of export performance: a review of the empirical literature between 1987 and 1997. <i>International Marketing Review</i> 15(5):333-356.</p>
12. Recommended reading	<p>Keegan, Warren J. og Mark C. Green. 2008. <i>Global marketing</i>. 5th. ed. Upper Saddle River, N.J.: Pearson Prentice-Hall. ISBN: 978-0-13-813386-3.</p>

<sup>1</sup> Changed 18.12.08.