



## **COURSE DESCRIPTION**

### **IMF2100 International Marketing**

1. Degree	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	<p>Knowledge:</p> <p>The students gain an insight into, and understanding of, the conditions which influence the marketing strategies of Norwegian and International companies in their internationalization processes.</p> <p>Skill:</p> <p>Analytical capabilities are developed, in particular the task of analyzing challenges and opportunities and acquiring information related to decisions, including how to connect the processes and solutions developed in one part of the organization with those made in other areas so that strategies are implemented consistently.</p> <p>Attitude:</p> <p>In a globalized world, it is important that the students achieve a positive attitude to other cultures and understand buyer behavior and the factors that impact processes and solutions in international marketing.</p>
8. Course contents	International marketing recognizes and adapts traditional transaction oriented and relational oriented marketing in an international context. A global view is needed to understand the

	importance of core strategic choices of markets, strategies and how to organize international activities. Important subjects are: Development of international economy, barriers and opportunities in international trade, international marketing research, international segmentation and target marketing, market development, entry and operational strategies from the view of manufacturing firms and service providers, positioning, standardization and/or adaptation of marketing activities, strategy and entry mode, logistics and organization of international activities.
9. Method of instruction	Besides lectures, the course involves case/group work, “workshops” and interactivity during lectures.
10. Assessment	Two exams: 1) A case-related, group work (40%), and 2) an individual, written exam (60%).
11. Course syllabus	<p>Solberg, Carl Arthur. 2009. <i>Internasjonal markedsføring</i>. 8. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-01401-2. (pages: 512) Price: NOK 499,-</p> <p><b>Kompendium : Internasjonal markedsføring inneholder:</b></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>Styles, C., Patterson, P.G. og Ahmed, F. 2008. A relational model of export performance. <i>Journal of International Business Studies</i>, 3(5):880-900.</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>Mysen, T. (2010). Sourcing. I Døving og Svensson (red.) <i>Leksjoner i markedsvitenskap</i>. Oslo: Abstrakt Forlag. S. 328-345.</p>
12. Recommended reading	Keegan, Warren J. og Mark C. Green. 2010. <i>Global marketing</i> . 6. utg. Upper Saddle River, N.J.: Pearson Prentice-Hall. ISBN: 978-0-13-704268-5.