Course summary

The course is targeted towards Norwegian and foreign students that want to learn about international marketing in an international student environment. It will present an overview of the marketing challenges faced by organizations in international business environments and provide a framework that can be used to guide international marketing decisions. Emphasis will be placed on the role that marketing managers play in designing marketing strategies to cope with the cultural, social, economic, political and legal differences found in the international marketplace.

Required prerequisite knowledge

The course is based on completion of a one-year bachelor program in business administration. The course also requires a solid level of spoken and written English. The number of students is limited, and if the number of applications exceeds the limit the students will be selected based on their school performance.

Learning outcome

After completing the course, the student should have the following:

**Knowledge**

* Will leave the class with broad knowledge of theories, problems and challenges in the field of international marketing.
* Will be aware of a variety of cultural differences that require consideration for marketing strategy.
* Will understand the marketing strategies and tools that are aimed at diverse consumers in order to conduct business successfully internationally.
* Will be familiar with the global marketing environment.

**Skills**

* Has developed skills through case analysis to solve marketing problems that international companies face.
* Specifically, student has through cases developed skills for recognizing factors affecting international marketing decisions and basic marketplace indicators of international marketing opportunities.
* Has developed skills for analyzing situations commonly faced by international managers and the ability to develop marketing plans.
* Has developed the skills to work with others to solve international marketing dilemmas, and how to approach global markets.

**General competence**

* Will have a solid understanding of the challenges of global marketing, including how to define a global marketing mix.
* Will be able to identify potential areas of concern when engaging in marketing strategy in a global economic environment.
* Will be able to communicate with others, both orally and written, while considering and reasoning through complex business scenarios within the international marketing context.
* Knows how to apply academic theory and recommended best practice to these scenarios.
* Will be able to effectively work in cross-cultural teams, and understand leadership and organizational challenges in global business.

**Learning activities**

The course is based on class lectures, in-class discussions and the development of a marketing plan. The course will also include out-of-class activities where the students and the faculty get hands-on experience regarding cross-national and cross-cultural communication and cooperation. Such experience might be facilitated through the course participants' involvement in case discussions and in leisure activities.

Using a combination of formal lectures, readings, cases, marketing plan preparation and speakers, this course will provide students with an in-depth exposure to the realities, problems and opportunities faced by international marketing managers and employees in global firms. A great many topics and areas of interest will be covered, and therefore it is paramount to the success of the student that he/she come to class prepared.

Much of the preparation for exams should rely heavily on the students' class notes. Taking good notes in class is essential and should serve as an incentive for regular attendance. Students are strongly encouraged to attend all lectures and must be present to receive credit for cases and the marketing plan.

Participation/Compulsory work

Group assignments

Examination

The evaluation of students will consist of three parts; cases, a marketing plan and an essay.

**Cases**

Cases present students with a real global marketing problem and challenge them to apply course material to analyze and solve the problem. Each student reads the case before class and comes with an outline or SWOT. Team states the problem, alternatives with pros and cons and details a recommended course of action. Both items are submitted in class (40% of the course grade).

**Marketing Plan**

Students will develop a marketing plan that defines market opportunities, selects target market segments, designs new products, establishes pricing, marketing programs and distribution options, and allocates and manages resources to achieve corporate goals. The subject of the plan will be a local firm. This group assignment is completed during your time in class and outside of class (40% of the course grade).

**Essay**

The essay exam will cover the material from class lectures (20% of the course grade).

**Student grades are based on the following assessment:**

The assessment is graded A - F (F is failed). Students must pass all three parts to get a grade in the course.

Examination support material

All tools available.

The examinors will run Ephorus to check plagiarism.

Miscellaneous

**Course content**

**Part I: The Global Marketing Environment**

The Global Economic Environment

The Global Trade Environment

Social and Cultural Environments

The Political, Legal, and Regulatory Environments

**Part II: Approaching Global Markets**

Global Information Systems and Market Research

Segmentation, Targeting, and Positioning

Importing, Exporting, and Sourcing

Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances

**Part III: The Global Marketing Mix**

Brand and Product Decisions in Global Marketing

Pricing Decisions

Global Marketing Channels and Physical Distribution

Global Marketing Communications Decisions I: Advertising and Public Relations

Global Marketing Communications Decisions II: Sales Promotion, Personal Selling,

and Special Forms of Marketing Communication

Global Marketing and the Digital Revolution

**Part IV: Strategy and Leadership in the Twenty-First Century**

Strategic Elements of Competitive Advantage

Leadership, Organization, and Corporate Social Responsibility

Literature (reading list)

Keegan, Warren J. & Marc C. Green (2017) Global Marketing, 9e Pearson Education (ebook and My Marketing Lab).

Approved course plan

26.01.2017 Max Gythfeldt.

Literature (reading list)

**Class Schedule (Class time 9.00am-12:00pm)**

**Date Topic**

June 4 introduction

June 5 Ch 1 Introduction to global Marketing

June 6 Ch 2 The Global Economic Environment

June 10 Ch. 3 The Global Trade Environment

June 11 Ch. 4 Social and Cultural Environments

June 12 Ch. 5 The Political, Legal, and Regulatory Environments

Case 4-1 “is tourism the savior or the scourge of venice?” due at start of class.

June 13 Ch.7 Segmentation, Targeting and Positioning

June 17 Marketing plan meeting- turn in first first part of marketing planCh.9 Global Market entry Strategies

June 18 Ch. 11 Pricing

Case 7-1

June 19 Marketing Plan meeting

June 20 Ch. 13 Global Marketing Communications Decisions I

Marketing plan due

June 24 Ch. 16 Strategic Elements of Competitive Advantage

June 26 Exam-International Marketing