

MHR103_1: Strategic and International Marketing Course Manual for Spring 2020 at NHS (UIS) Thursdays 12:15-16:00 in EAL 316 *Schedule on Canvas *Subject to Change

Course Overview: The core of service businesses is their function in a market - what services are delivered where and to whom. In highly competitive markets with continuous change, it is important with knowledge on international marketing and how to develop, implement and improve a company's marketing strategy. This course will extend the students marketing knowledge to a more advanced level. The course addresses two parts of marketing. The first part of the course concerns the issues of international marketing, while the second part focuses on strategic issues in marketing. The course focuses on how to identify sustainable competitive advantages, how to allocate resources in order to better exploit them, and how to plan and execute the multinational process of the conception, pricing, promotion and distribution of ideas, services, and goods in international markets. Different methodological approaches to the study of strategic and international marketing are also important parts of the course. The course consists of two parts, each accounting for 5 ECTS, and these will be taught in separate sessions.

1) Strategic marketing in service industries 2) International marketing. **Learn more at:** https://www.uis.no/studies/study-courses/?code=MHR103_1&path=en.

Course Materials: Class materials will be available at the Learning Management System that UIS uses called Canvas at <https://stavanger.instructure.com> and www.monaanitaolsen.com/teaching.

Course Schedule/Enrollment/Weighting: This course is held during the semester dates of February 6, 2020 through May 7, 2020. 10 ECTS. No prerequisites.



Learning Outcomes: Upon completion of this course, the candidate shall have the following knowledge, skills, and general competence.

Knowledge:

- Have an advanced knowledge and specialized insight on strategic marketing and international marketing
- Have a thorough knowledge of the scholarly theories and methods in strategic service marketing and international marketing.
- Be able to apply knowledge to new areas within marketing
- Be able to analyse executive as well as academic problems on the basis of the history, traditions, distinctive character of the marketing science and its place in society.

Skills:

- Be able to analyze and deal critically with various sources of information, and use them to structure and formulate arguments related to strategic and international marketing
- Be able to analyze existing theories, methods and interpretations in the field and work independently on practical and theoretical marketing problems
- Be able to use relevant methods for market research and scholarly work in an independent manner
- Be able to carry out independent research or development projects under supervision and in accordance with applicable norms for market research ethics.

General competencies:

- Be able to analyze relevant academic as well as executive ethical problems in strategic and international marketing
- Be able to apply his/her knowledge and skills in new areas in order to carry out advanced assignments and projects
- Be able to adequately communicate the results of extensive independent projects and master the language and terminology of the academic field
- Be able to communicate about academic issues, analyses and conclusions in the field, both with specialists and the general public
- Be able to contribute to new thinking and innovation processes in business

Contents

The course provides extensive knowledge on the most common theories on strategic and international marketing from a number of theoretical points of departure. We will also discuss methodologies that are used in research on strategic and international marketing, and how to design and conduct research in these areas. Topics typically covered include:

Strategic service marketing:

- Marketing as a driver of business performance
- Growth strategies, market share, strategic positioning.
- Market conditions, competition and firm performance
- Competitive advantage and firm resources
- Strategic brand management
- Cooperation versus competition
- Implementing marketing strategy

International marketing:

- Evaluating potential markets
- Foreign market entry decisions
- Ethical and cultural issues in foreign markets
- Designing an international marketing organization
- The 4P's and international markets
- Country images and CoO-effects
- International marketing strategy



Faculty: Mona Anita Olsen, Ph.D.

Contact Information: mona.a.olsen@uis.no (email is the best way to contact me)

Office hours: By appointment. Request an appointment at www.monaanitaolsen.com.

Mona Anita K. Olsen is the creator of Yogibana (weaving Yoga + Ikebana in 12 steps) and founder of Innovation Barn AS in Borhaug, Norway, currently bringing Route 8 Flow to Farsund. Innovation Barn is a member of Farsund CoWorks. She serves as an Associate Professor of Entrepreneurship at the University of Stavanger (UIS) in the Norwegian School of Hotel Management and a Lecturer in Entrepreneurship at the University of Southeastern Norway (USN).

Olsen holds a Bachelor of Science with Distinction (Hotel Management) from Cornell University, a Masters (Management of Information Technology) from the University of Virginia, and a PhD (Education) from George Mason University. Olsen is a certified Sogetsu Ikebana and Yoga (C-HYI) Instructor.

Full bio at www.monaanitaolsen.com.

Inclusivity Statement:

- I understand that our members represent a rich variety of backgrounds and perspectives. I am committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:
 - Share their unique experiences, values and beliefs;
 - Be open to the views of others;
 - Honor the uniqueness of their colleagues;
 - Appreciate the opportunity that we must learn from each other in this community;
 - Value each other's opinions and communicate in a respectful manner;
 - Keep confidential discussions that the community has of a personal (or professional) nature; and
 - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the UIS community.



Policies:

- Each student is expected to fully abide by the ethical guidelines for students at UIS. Familiarize yourself and precisely follow the ethical guidelines at <https://student.uis.no/academic-matters/ethical-guidelines/>.
 - **All outside assistance should be acknowledged** and the student's academic position truthfully reported always. If you use outside assistance, cite with APA citation.
- I am available to discuss appropriate academic accommodations that may be required for students with disabilities.

Evaluation Methods:

You can obtain up to 1,000 points which is based on your performance on your Final Folder Evaluation (due on Monday, May 25 at 13:00 to Canvas). You can submit the folder evaluation individually or in groups of maximum three students. The grading scale for the course can be found here: <https://student.uis.no/examination/grading/grading-system/>.

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
E	500-599
F	Under 500

If you have a concern about a grade in the course, explain it **in writing** using the Grade Change Request Consideration Online Form at www.monaanitaolsen.com/teaching **within one week** of the grade being posted, in order to be considered. Requests filed after one week of the grade being posted **will not** be considered. I do not accept late work. I suggest you submit as much as you have completed by the submission time in order to get partial points. Anything submitted after the submission time will not be graded.



I have received the course manual for Spring 2020 for MHR 103_1: Strategic and International Marketing and reviewed the course manual in full.

I acknowledge understanding of the course manual in full.

Printed Name (Blokkbokstaver): _____

Signature: _____

Date: _____



Standard Release

I am hereby granted the right to record and use, to the extent that it desires, any images (including, but not limited to: visual images, graphics, spoken word, vocal or instrumental music/sound effects) or activity in which I (or my establishment/organization) have taken part on behalf of myself, UIS and/or its representatives. Recording methods and distribution media may include, but are not limited to: videotape, audiotape, motion picture film, still photographs (analog or digital), DVD, CD or web pages. I further understand that this authorization shall extend to their grantees, lessees or licensees in perpetuity.

Event: Mona Anita Olsen Lecture and Classes

Signature

Date

Please Print (Blokkbokstaver)