

i Important information regarding the examination



Høgskolen i Østfold

EXAMINATION

Course code and name:

SFB11514 International Marketing

Date and time:

7 December 2021, 4 hours

Permitted sources:

Mother tongue-English-mother tongue dictionary

Lecturer:

Irina N. Roddvik

The examination:

The examination task comprises 4 (four) tasks. You can reach up to 100 points in total. The specific points you can reach for each task are given with the task.

Date of announcement of the examination results: 3 January 2022

The examination results are available on the Studentweb.

1 Task

Imagine that you are working in an international company specializing on the marketing content reports, internationalization strategies and entry modes for foreign markets. You have the task to create a report about the promotion of new products to the Norwegian market from different international markets.

The plan should answer the following questions:

Which new products group/ product/ services, etc. do you believe the Norwegian market needs? Explain your decision.

From which country, or countries, or foreign company will you suggest to start the import or sourcing of these products/ services? Justify your answer and describe the entry mode you recommend, which, in your opinion, is best and most appropriate.

What are the main differences between the Norwegian market and the market/s you are considering for sourcing the products?













How you will start the introduction and promotion of the new products/ services in Norway? Describe in more detail your strategy/ content marketing report/plan.


You need to formulate the topic for your report / strategic plan yourself. You can structure your answer as you wish, but it is essential to include the following important aspects in your answer:

- 1: Theories and concepts on internationalization (minimum 2 theories/concepts)
- 2: Basic definitions and concepts in International Marketing
3. Entry modes to foreign markets (minimum 1 entry mode)
4. Political-economic environment for global marketing in the relevant countries (Norway and the country/countries from where you will source the products)

It is important to present your answer in a structured way and support your answers with appropriate argumentation. Support all parts of your answer with relevant theories and concepts from the course International market.

Skriv ditt svar her

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