

## The examination tasks SFB11514-H2023

You are a consultant specializing in international marketing: the marketing content reports, internationalization strategies, entry modes and scenario work for foreign markets. A company where you work has information that it will be opened a Big International Trade Center in Halden as the arena for the promotion of the Norwegian products and services and products and services from abroad foreign products will be sold and promoted.

You have the task to create a marketing report about the promotion of new products either to the Norwegian market from different international markets or products/ services from Norway to markets abroad.

The plan should answer the following questions:

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

OR

Which new product/ services from Norway do you believe can be introduced abroad? Explain your decision.

From which country, or countries, or foreign company will you suggest starting the import 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 the products?

How will you start the introduction and promotion of the new products/ services in Norway?

OR

How will you start the introduction and promotion of the new products/ services from Norway to foreign markets?

Describe your marketing strategy in a 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 1 theories/concepts)
- 2: Basic definitions and concepts in International Marketing (minimum 1 of the concepts should be included)
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 export / import products) (minimum 1 of the aspects should be included)**

**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 marketing.**