

Nordic Baltic Perspectives on Marketing

Course Description

Points 7.5 ECTS

Participating Universities and Professors

Iceland: Reykjavik University - Halldór Örn Engilbertsson

Norway: Telemark University College - Per Isaksen and Helge Kaasin

Denmark: Handels- og IngeniørHøjskolen i Herning- Kurt N. Petersen

Sweden: Mälardalen University - Ingemar Haglund and Carl G. Thunman

Finland: Lahti University of Applied Sciences - Ritva Kinnunen

Estonia: Tallinn University of Technology - Rein Riisalu

Participating Students 30 students, 5 from each country

Objectives

This is a unique course in marketing (C-level in Business Studies) which is a joint course in the **NordBiz** network of universities. The aim of the course is to introduce a Nordic perspective into marketing and to give the students the possibility to work in multicultural environment and create their own Nordic business network of future business people during the course. The course is different from other marketing courses in three aspects:

1. It has a Nordic perspective on marketing theory in contrast to the dominant Anglo-American perspective.
2. It deals explicitly with cultural and other differences between the Baltic/Nordic countries.
3. It brings together students from six countries for first hand experience of working together with students from the other countries.

At the beginning of the course students prepare a group work (Industry Report on a chosen, yearly changing field of industry, Cultural Assignment and literature Studies) at their home university.

This is the data used during the intensive course at organising university. The duration of the Intensive Course is ten days. During these ten days students are working in multicultural groups preparing a Nordic report about the area of industry that is yearly chosen to be examined.

Course Content

There are three assignments which will be solved through group work, through the web and on the crash course at Reykjavik University.

1) Industry Report: Market Analysis from a Nordic Point of View

An important part of the course is the Industry Report. The Report should cover the following:

- Tourism Business; from service production to customer satisfaction and service quality
- Information divided into 4 tasks:
 1. All relevant information for the tourism business in each country; market concentration, laws pertaining to business, basic figures on sales, companies on the market etc. It should have the perspective of the whole business and it is also possible in addition to have a case of a company producing tourism services.
 2. International position of the firms in the business incl. Nordic connections.
 3. Network perspectives of the firms.
 4. Local country cultural aspects for the business, country life styles, local service design etc.
- Use of the literature as a framework for the descriptions
- Size of report: 12-14 pages

Reports from the different countries will be the input for the cross-national analyses that will take place at the organising university. The national groups will be split up and new (multi-cultural) groups will be formed with participants from the different countries. The new assignment is to analyse and compare the Reports with regard to a number of aspects, including cultural and business differences and to combine a picture of the whole Nordic Market.

2) Culture Assignment

A number of Nordic Cultural Comparative Tasks will be solved by using Reppu Web surrounding (produced by Lahti Polytechnic) e.g. Nordic cultural stereotypes description. Discussions on cultural issues between students.

3) Literature studies with Web tasks

Chosen articles handled through assignments in Reppu surrounding on the web before the intensive course.