Module description

Valid as of:

**Module number:** BBW40505, IMB 40406

**Module designation:** International Marketing

**Scope of module:** 4 contact hours per week

**Credits:** 5

**Weighting of the grade in the overall grade:** BBW: (5cp / 150cp)*0.75; IMB: (5cp / 120cp)*0.5

**Responsible for the module:** Prof. Dr. Valerie Winter

**Degree programme:** BBW, IMB

**Semester:** 4th semester

**Module available:** Every semester

**Duration of the module:** One semester

**Type of module:** Optional compulsion module

**Type of examination:** Written examination/project work

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**Requirements for admission:** Knowledge in the fields of marketing/sales, logistics and company organisation. Basic knowledge of economics. Sound English skills, as the lectures are held in English.

**Applicability of the module within the same degree programme:** None

**Applicability of the module for other degree programmes:** None

**Skills to be acquired:** The students are able to critically assess the marketing challenges faced by international companies and develop strategic as well as operative solution concepts. In addition they acquire the competence to effectively present complex information.

**Module content:** Marketing in an international context

**Total workload and composition:** 60 hours of lectures/30 hours preparation/60 hours subsequent work

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**Type of course:** Seminar

**Language of instruction:** English

**Contents:**
- Challenges and special aspects of international marketing (cultural context, organisational complexity …)
- Strategic perspectives (selection and assessment of attractive international markets, development of market entry strategies …)
- Operative perspectives (e.g. how are the 4Ps controlled in international markets)
Module description

Valid as of:

Literature used:
Compulsory:
- Case studies
- Doole, I.; Lowe, R.; International Marketing Strategy – Analysis, Development and Implementation; Cengage Learning, 6th edition 2012

Supplementary:
- Glowik, Mario: Market Entry Strategies; Oldenburg Wissenschaftsverlag, Munich 2009

Special factors: Case studies, discussion of current professional articles, guest lectures and excursions