

Module description

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

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

compulsory module

Type of examination: Written examination/project work

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

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)

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Literature used:

Compulsory:

- Case studies
- Doole, I.; Lowe, R.; International Marketing Strategy – Analysis, Development and Implementation; Cengage Learning, 6th edition 2012
- Schramm, H.; Swoboda, B.; Zentes, J.; Internationales Marketing; Vahlen, 2nd edition, Munich, 2010

Supplementary:

- Berndt, R.; Fantapié Altobelli C., Sander, M.; Internationales Marketing-Management; Springer, 3rd edition, Berlin, 2005
- Cateora, P.; Gilly, M.; Graham, J.; International Marketing; McGraw Hill, 14th edition, Singapore, 2010
- Glowik, Mario: Market Entry Strategies; Oldenburg Wissenschaftsverlag, Munich 2009
- Kotler, Philip; Keller, Kevin Lane: Marketing Management; 14th edition; Global Edition; Pearson Education, Prentice Hall 2012
- Onkvisit, S.; Shaw, J.; International Marketing; Routledge, 5th edition, New York, 2009

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