



Course Specification

Date: 20.03.2017

Module code:

MIM 103

Module name:

International Marketing

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP/ 120 CP

Module coordinator:

Prof. Dr. Vergossen

Course of study:

MIM

Intended semester:

1 st semester

Semester frequency:

Winter term

Duration:

1 semester

Type of module:

Optional compulsory subject

Examination:

Assignment, group presentation

Prerequisites:

Knowledge in business administration, economics, marketing and the framework of international business.

Applicability of this module to other study programmes:

The module is also suitable for students of Business & Engineering.

Objectives; competencies to be gained:

Students will be able to understand and to consider the challenges of marketing in international context and in international companies. The skills to evaluate, design and implement international marketing strategies will be developed. Enables students to work in international environment and international marketing roles.

Module content:

To understand and interpret the international environment and markets is a key challenge for international marketers. Student will be enabled to navigate in a globalized world, to assess international business opportunities, to develop international marketing plans and to make decisions in order to increase longterm company performance and customer value. Market-selection, market-entry and



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market-segmentation strategies will be discussed as well as cross-country standardization and differentiation. The international marketing-mix, its implementation and cross-national coordination will be a major part. Special attention will be placed on the role of brand-management in international and global marketing. Recent trends (e.g. come-back of local values, digitalization) and their implications for international marketing strategies will be addressed. Readings and case-studies will help to explore how insight and knowledge can be translated to business-problem solving.

Total workload:

Lectures: 60 hours / pre lecture 30 hours, post lecture 60 hours

Lecturer:

Dr. H. Fischer

Teaching method:

Seminar

Language of instruction:

English

Topics:

- Specifics and challenges in international marketing
- International marketing environment
- International market research
- Strategies in international marketing
- International marketing-mix
- Implementation
- Trends in international marketing
- Case studies

Literature:

Compulsory:

Keegan, W.J.; Green, M.C.: Global Marketing, 9th edition (global edition), Pearson, 2017

Complementary:

Czinkota, M.R.; Ronkainen, I.A.: International Marketing, 10th edition, Cengage Learning, 2013

Hollensen, S.: Global Marketing, 7th edition, Pearson, 2016

Homburg, Ch; Kuester, S., Krohmer, H.: Marketing Management, 2nd edition, McGraw Hill, 2013

Müller S.; Gelbrich K.: Interkulturelles Marketing, 2. Aufl. Vahlen, 2015

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Misc.:

Mix of Lectures, readings, cases and discussion