

Number of course 32c 1	Course title International Marketing	Code IMA
Lecturer Prof. Dr. Woerz-Hackenberg	Tuition type Seminar-style tuition with exercises	Compulsory/Elective Compulsory
<p>Learning outcomes</p> <p>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</p> <p><u>Subject skills</u></p> <p>Students gain a detailed knowledge of marketing theories and marketing tools in an international and intercultural environment. Students are familiar with theoretical and practical aspects of international marketing.</p> <p><u>Social skills</u></p> <p>Students are able to analyse, evaluate and discuss marketing theories and present their applications appropriately to others.</p> <p><u>Method skills</u></p> <p>Students can take decisions in the area of marketing management und evaluate the outcomes of those decisions.</p> <p><u>Personal skills</u></p> <p>Students acquire discussion skills. They know how to exercise constructive criticism and to present their outcomes in a professional way.</p>		
<p>Content</p> <ul style="list-style-type: none"> • Marketing and International Marketing Strategies • Analysing the Marketing Environment • International Segmentation • International Product Management • International Pricing Strategies • The International Promotional Mix • Digital and Social Media Marketing • Sustainable Marketing • International Brand Management including Brand Positioning, Brand Development and Brand Relationships within portfolios 		
<p>Literature</p> <p><u>Required reading</u></p> <p>Slides and material handouts</p> <p><u>Recommended reading</u></p> <p>Frances Brassington and Stephen Pettitt: Principles of Marketing, Financial Times Prentice Hall - Pearson Education, 2011</p> <p>Philip Kotler and Gary Armstrong: Marketing - An Introduction, Pearson Education/Prentice Hall, 10th ed. 2011 (Global Edition)</p>		

Sean de Burca, Richard Fletcher and Linden Brown: International Marketing - an SME Perspective, Financial Times Prentice Hall – Pearson Education, 2004

Massaki Kotabe and Kristiaan Helsen: Global Marketing Management, John Wiley & Sons, 2010
Latest edition

Teaching and learning methods

Seminar-style tuition with group exercises

Presentation by lecturer using PowerPoint and slides – occasional handouts, lecture notes will be available

Independent project work by students on specific aspects of the lecture

Guest lecture

Type of examination/Requirements for the award of credit points

Written examination
Duration: 90 minutes

ECTS Credits 5	Workload 150 hours Contact/attendance time: 60 h Additional work: 90 h	Course language English
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