

Module number 14	Module title International Marketing		
Code IM	Semester depends on Partner University	Number of WSH 4	Module offered Every semester
Module coordinator Prof. Dr. Claudia Woerz- Hackenberg	Tuition type Seminar-style tuition		Module duration 1 semester
Lecturer Prof. Dr. Claudia Woerz- Hackenberg	Compulsory/Elective Compulsory for double degree		Module language English

Learning outcomes

The qualification goals mentioned below are divided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students gain a detailed knowledge of marketing theories and marketing tools in an international and intercultural environment (3). Students are familiar with theoretical and practical aspects of international marketing (3). Students become acquainted with current issues in marketing such as sustainability, circularity, inclusion and activism (3).

Social skills

Students are able to analyse, evaluate and discuss marketing theories and present their applications appropriately to others in physical as well as virtual settings (3).

Method skills

Students can take decisions in the area of marketing management und evaluate the outcomes of those decisions, also regarding the social and socio-political impacts (2).

Personal skills

Students acquire discussion skills in physical and virtual settings (3). They know how to exercise constructive criticism and to present their outcomes in a professional way (3).

Content

- Marketing and International Marketing Strategies
- Analysing the International Marketing Environment
- International Segmentation
- International Product Management
- International Brand Management including Brand Positioning, Brand Development and Brand Relationships
- International Pricing Strategies
- The International Promotional Mix
- Digital and Social Media Marketing in an International Context
- Sustainable Marketing
- Current Issues in International Marketing

Literature

Required reading

Slides and material handouts

Recommended reading

Frances Brassington and Stephen Pettitt: Principles of Marketing, Financial Times Prentice Hall - Pearson Education

Philip Kotler and Gary Armstrong: Marketing – An Introduction, Pearson Education/Prentice Hall

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

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

Latest editions

Teaching and learning methods

Seminar-style tuition with group exercises.

The lecture is hybrid. One part will take place in presence, one part virtually via synchronous transmission in Zoom.

Type of examination/Requirements for the award of credit points

Portfolio, consisting of:
Presentation (Weighting: 40%),
Term paper (Weighting: 40%) and
Active Participation (20%)

Usability in other degree programmes

This module is not a compulsory module for students of other degree programmes. However, it is part of our Business Programme in English and is therefore open to all international exchange students.

Other information

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ECTS Credits

5

Workload

150 hours

Contact/attendance time: 60 h

Additional work: 90 h

Weighting of the grade in the overall grade

5

