

Module/Course Description/Syllabus

Module:	International Management and Leadership			
Module courses:	International Marketing International Case Studies International Law and Human Resource Management International Management			
Course Title:	International Marketing			
Recommended alternative module or courses:	International Case Studies			
Course of studies:	Business Studies			
HISinOne Code:	1182143			
Study Cycle:	<input checked="" type="radio"/> first	<input type="radio"/> second	<input type="radio"/> third	<input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Dr. Thomas Wunder			
Lecturer/s:	Prof. Dr. Elmar Steurer Prof. Dr. Julia Künkele Prof. Dr. Johannes Schmitz Prof. Dr. Carsten Langbein			
Type of course:	<input checked="" type="radio"/> optional	<input type="radio"/> compulsory		
Mode of delivery:				
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	4th semester
Teaching Methods:	Lecture	Volume:	hours per semester week	02
	Group Presentations			
	Exercises			
Work parameters:	Contact hours in lecture form	Excercises (hours)	Self-studies (hours)	All together (hours)
	3	0	4	
				ECTS-Credits: 04
Number of Participants:	unlimited		Length of programme:	1 semester
Use for other studies:	Financial Decision Making International Business Administration			

Module/Course Description/Syllabus

<p>Prerequisites:</p>	<p>Knowledge in basics of marketing, sales and organisation</p>
<p>Learning outcomes:</p>	<p>The module “International Marketing” encompasses two key core courses in the area of marketing and equips the student with fundamental understanding in global business markets and becoming successful marketing practitioners. Thus, the essence of the course is to provide students with key fundamental skills required by marketing managers by embracing strategy development, research tools for quantitatively assessing business performance through interpretation of data methods and gaining an insight of ways in which companies can create and deliver value through customer relationship management.</p> <p>Knowledge On successful completion of the course students...</p> <ul style="list-style-type: none"> - know the wide spectrum of marketing of goods and services as well as the role of strategy in influencing consumer behavior and enhancing customer relationship management - understand consumer buying behavior and how it relates to customer relationship marketing (CRM) - know CRM concepts and functionality for professionals whose organizations utilize CRM or want to gain an understanding of the role of CRM in service management <p>Skills</p> <ul style="list-style-type: none"> - develop strategic foresight and execute successful marketing strategies - enhance and deliver customer value through building effective marketing programs
<p>Content:</p>	<p>The “International Marketing” course introduces students to the key aspects of marketing of goods and services, customer value creation as well as the role of marketing strategy in influencing organizational behavior. This is synthesized by introducing students to the role of marketing research techniques which are valuable tools of successfully executing strategies. The essence of the module will aim to equip students with key fundamental skills required by marketing managers in order to successfully implement, execute and control marketing programs. Marketing is a vibrant, challenging activity that requires an understanding of both principles and how they can be applied in practice. Marketing concepts and principles are supported by examples of international practice to crystallize those ideas in the minds of the students who may have little personal experience or real-life marketing. Becoming successful marketing practitioner requires an understanding of the principles of marketing together with practical experience of implementing ideas, processes and techniques on the marketplace. Therefore, this module will expose students to an extensive framework for understanding marketing issues such as understanding the nature and behavior of consumers, marketing segmentation, targeting approaches, branding, competition, pricing, promotion, product development, distribution, digital marketing and innovation and marketing implementation and research methodologies.</p>

Module/Course Description/Syllabus

<p>Examination Regulations:</p>	<p>Presentation</p>
<p>Assessment methods/ components:</p>	<p>Paper presentation - i.e. presentation and hand-out for grading purposes</p>
<p>Assessment criteria:</p>	<p>more than 50% of available points</p>
<p>Planned learning activities and teaching methods:</p>	<p>Seminaristic lecture 40%</p> <p>Discussions 20%</p> <p>Case studies 20%</p> <p>Exercises 20%</p>

Module/Course Description/Syllabus

<p>Required reading and other learning resources/tools:</p>	<p>Baack, D. W.; Harris, E. G.; Baack, D. (2012): International Marketing. Sage Publishing UK</p> <p>Farrell, C. (2015): Global Marketing: Practical Insights and International Analysis. Sage Publication, UK</p> <p>Kotabe, M.; Helsen, K. (2014): Global Marketing Management, 6th Edition. John Wiley & Sons, Inc UK.</p>
<p>Recommended reading and other learning resources/tools:</p>	<p>Kotabe, M.; Helsen, K. (2014): International Marketing, 6th Edition International Student Version.</p>
<p>Document Version:</p>	<p>1</p>
<p>Document Date:</p>	<p>07.05.2018</p>
<p>Document was created by:</p>	<p>Prof. Dr. Elmar Steurer</p>
<p>Valid from:</p>	<p>14.05.2018</p>
<p>Updated:</p>	<p><input type="text"/> by <input type="text"/></p>
<p>Additional information:</p>	<p><input type="text"/></p>
<p></p>	<p></p>