## Module Title
International Marketing and Sales

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<thead>
<tr>
<th>Module Code</th>
<th>Hours per week</th>
<th>Duration</th>
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<tr>
<td>IMS</td>
<td>6</td>
<td>1 Semester</td>
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<tr>
<th>Module Instructor</th>
<th>Lecture type</th>
<th>Pre-requisite(s)</th>
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| Prof. Dr. Thomas Groll  
Prof. Dr. Alexander Urban | Interactive seminar with group exercises | Basic knowledge in marketing is required |

### Objectives
- Learning the foundations as well as special features of international marketing and sales. (strategies, methods and tools, success factors)
- Applying the marketing mix (the four Ps) to international markets
- Understanding how to use the Internet for marketing activities
- The challenges of international and intercultural sales negotiation will be covered as well as the management of global key accounts.

### Content
Course includes:
- Marketing and International Marketing and Sales management.
- International Segmentation
- The International Promotional Mix (inter alia Int’l Product and Brand Management, Price and Int’l Pricing Strategies, Advertising)
- Public Relations
- Online, Internet and Social Media Marketing
- Sales Volume, Forecast, Budget and Quota
- Prisoner’s dilemma and Win-Win-strategies.

Teaching style is an integration of lecture and class participation, with group exercises designed to exemplify key concepts and to promote team work.

### Grading/ Evaluation: final exam  
ECTS–Credits: 7

### Text Book/ Teaching Material:
- e.g.
  - von Lamb/ Hair/ McDaniel: MKTG, Cengage (curr. ed.)
  - Brassington/ Pettitt: Principles Of Marketing, Financial Times/ Prentice Hall, Current Ed.
Business Program in English

Program Coordinator: Prof. Dr. vom Kolke


Holt, Douglas B.: Brands And Branding, Harvard Business School