

Number of course 32c 1	Course title International Marketing (Internationales Marketing)		
Code IMA	Semester 7	Number of WSH 4	Module offered Every academic year (winter semester)
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>			

Frances Brassington and Stephen Pettitt: Principles of Marketing, Financial Times Prentice Hall - Pearson Education, 2011

Philip Kotler and Gary Armstrong: Marketing - An Introduction, Pearson Education/Prentice Hall, 10th ed. 2011 (Global Edition)

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
--	---

Other information	-
--------------------------	---

<p align="center">ECTS Credits</p> <p align="center">5</p>	<p align="center">Workload</p> <p align="center">150 hours</p> <p align="center">Contact/attendance time: 60 h</p> <p align="center">Additional work: 90 h</p>	<p align="center">Course language</p> <p align="center">English</p>
---	---	--