**Number of course**
32c 1

**Course title**
International Marketing
(Internationales Marketing)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>IMA</td>
<td>7</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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**Lecturer**
Prof. Dr. Woerz-Hackenberg

**Tuition type**
Seminar-style tuition with exercises

**Compulsory/Elective**
Compulsory

**Learning outcomes**
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. Students are familiar with theoretical and practical aspects of international marketing.

**Social skills**
Students are able to analyse, evaluate and discuss marketing theories and present their applications appropriately to others.

**Method skills**
Students can take decisions in the area of marketing management and evaluate the outcomes of those decisions.

**Personal skills**
Students acquire discussion skills. They know how to exercise constructive criticism and to present their outcomes in a professional way.

**Content**
- 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

**Literature**

**Required reading**
Slides and material handouts

**Recommended reading**
### 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

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<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
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<tr>
<td>Duration: 90 minutes</td>
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**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
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<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
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<tr>
<td></td>
<td>Additional work: 90 h</td>
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