Number of course 32c 1
Course title International Marketing
Code IMA

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

| Type of examination/Requirements for the award of credit points | Written examination  
Duration: 90 minutes |
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<th>ECTS Credits</th>
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| Workload | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |
| Course language | English |