

Modulbezeichnung	International Marketing	
Semester	WPF	
Dauer	1 Semester	
Art	Wahlpflichtmodul	
ECTS-Punkte	5	
Studentische Arbeitsbelastung	60 h Kontaktzeit + 90 h Selbststudium	
Voraussetzungen (laut BPO)		
Empf. Voraussetzungen	Marketing Grundlagen	
Verwendbarkeit	BIBS	
Prüfungsform und -dauer	Group project and written 1h	
Lehr- und Lernmethoden	Seminar style with exercises and cases	
Modulverantwortlicher	H. Hummels	
Qualifikationsziele	The goal of the module is to convey to the students an understanding of the particularities of a company's activities and specifically their marketing aspects in the international environment. To this end, students will get to know different methods and receive application-oriented abilities about analysis, and necessary adaptations to different economical, political, legal, and social conditions of marketing elements.	
Lehrinhalte	The course's contents include presentations and discussions of the global economic environment, culture as a core concept of international consumer behavior, aspects of international market research, international strategic questions, e.g. market selection and market entry. Based on this, design and particularities of the international marketing mix will be treated.	
Literatur	Czinkota, I./ Ronkainen, M.: International Marketing. Thomson/ Southwestern, 8th International Student Edition, 2007. Doole, I./ Lowe, R.: International Marketing Strategy. Southwestern/ Cengage, 5th Edition, 2008. Ghauri, P./ Cateora, P.: International Marketing. McGraw Hill, 2nd Edition, 2006. u.a.	
Lehrveranstaltungen		
Dozent	Titel der Lehrveranstaltung	SWS
H. Hummels	International Marketing	4