

Modulbezeichnung	International Marketing (englisch)	
Modulbezeichnung (eng.)	International Marketing (english)	
Semester (Häufigkeit)	4 (nach Bedarf)	
ECTS-Punkte (Dauer)	5 (1 Semester)	
Art	Wahlpflichtmodul Schwerpunkt Marketing und Vertrieb	
Studentische Arbeitsbelastung	60 h Kontaktzeit + 90 h Selbststudium	
Voraussetzungen (laut BPO)		
Empf. Voraussetzungen	Principles of Marketing	
Verwendbarkeit	BBW, BIBA, BIBS, BWP	
Prüfungsform und -dauer	Presentation and written exam 1h	
Lehr- und Lernmethoden	Lecture, Exercise class	
Modulverantwortliche(r)	H. Hummels	
Qualifikationsziele		
<p>The students know about the particularities of international business and acquire an extended knowledge and critical understanding of theories, principles, and methods of International Marketing, e.g. different models of culture as a foundation for understanding customer behavior, methods of evaluating and selecting countries as target markets and entering new countries, as well as criteria to decide between standardization and differentiation of the marketing mix in foreign countries versus the home market.</p> <p>Intercultural competences enable the students to analyze cultural differences and evaluate their effects on marketing decision making, e.g. applying models according to Hall and Hofstede. Both on their own and in expert teams, they are enabled to appraise and judge unknown issues in International Marketing (using the particularities of international market research) and apply their knowledge and make reasonable decisions in complex, unknown, and unstable contexts. For example, they can apply the concept of the international product lifecycle, and know when to use barter trade and how to select proper INCOTERMS in different situations. They are able to critically discuss international marketing issues and to expand their knowledge base independently and in a purposeful way.</p>		
Lehrinhalte		
<p>The module starts out with an investigation and discussion of the global economic environment which constitutes the general conditions for international corporate operations. The concept of culture, as a key influence on buying behavior, is analyzed in detail. Subsequently, the particularities of international marketing activities are being explored. To a large extent this is based on the fundamental elements of Marketing and thus includes international market research, strategic issues and the international marketing mix. However, particularly in the strategic section additional aspects such as generic internationalization strategies, methods of evaluating and selecting countries as target markets, and market entry modes extend the scope of contents to entirely new fields. All content is being illustrated by using up-to-date examples from both consumer and industrial goods markets. Exercises and case studies are used to apply learned contents to real life scenarios.</p>		
Literatur		
<p>Lernmaterialien werden über eine Online-Plattform zur Verfügung gestellt; Doole, I./ Lowe, R./ Kenyon, A.: International Marketing Strategy. Cengage Learning, latest edition.; Ghuri, P./ Cateora, P.: International Marketing. McGrawHill, latest edition.; Hollensen, S.: Global Marketing. Pearson, latest edition.</p>		
Lehrveranstaltungen		
Dozenten/-innen	Titel der Lehrveranstaltung	SWS
H. Hummels	International Marketing (englisch)	4