

Modulbezeichnung (eng.)	International Marketing(englisch) (International Marketing)	
Semester	4	
ECTS-Punkte (Dauer)	5 (1 Semester)	
Art	Schwerpunkt	
Studentische Arbeitsbelastung	60 h Kontaktzeit + 90 h Selbststudium	
Voraussetzungen (laut BPO)	Marketing Grundlagen/Principles	
Empf. Voraussetzungen	Marketing Grundlagen/Principles	
Verwendbarkeit	BaBWL, BaIBA	
Prüfungsform und -dauer	Klausur 2h	
Lehr- und Lernmethoden	Vorlesung, Übung	
Modulverantwortlicher	Hummels	
Qualifikationsziele		
<p>The students acquire an extended knowledge and critical understanding of theories, principles, and methods of International Marketing. Intercultural competencies enable them to analyze cultural differences and evaluate their effects on marketing decision making. Both on their own and in expert teams they are enabled to appraise and judge unknown issues in International Marketing and apply their knowledge and make decisions in complex, unknown, and unstable contexts. 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 one 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 contents are 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>Doole, I./ Lowe, R./ Kenyon, A.: International Marketing Strategy. Cengage Learning, aktuelle Auflage Hollensen, S.: Global Marketing. Pearson, aktuelle Auflage</p>		
Lehrveranstaltungen		
Dozent	Titel der Lehrveranstaltung	SWS
Hummels	International Marketing(englisch)	4