

<b>Modulbezeichnung (eng.)</b>	<b>International Marketing (englisch)</b> (International Marketing (english))	
<b>Semester</b>	4	
<b>ECTS-Punkte (Dauer)</b>	5 (1 Semester)	
<b>Art</b>	Schwerpunkt	
<b>Studentische Arbeitsbelastung</b>	60 h Kontaktzeit + 90 h Selbststudium	
<b>Voraussetzungen (laut BPO)</b>	Principles of Marketing	
<b>Empf. Voraussetzungen</b>	Principles of Marketing	
<b>Verwendbarkeit</b>	BaBWL, BaIBA, BaIBS	
<b>Prüfungsform und -dauer</b>	Presentation and written exam 1h	
<b>Lehr- und Lernmethoden</b>	Lecture, Exercise class	
<b>Modulverantwortlicher</b>	H. Hummels	
<b>Qualifikationsziele</b>		
<p>Knowledge: The students acquire an extended knowledge and critical understanding of theories, principles, and methods of International Marketing.</p> <p>Skills: Intercultural competences enable the students 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>		
<b>Lehrinhalte</b>		
<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>		
<b>Literatur</b>		
<p>Doole, I./ Lowe, R./ Kenyon, A.: International Marketing Strategy. Cengage Learning, current edition  Hollensen, S.: Global Marketing. Pearson, current edition</p>		
<b>Lehrveranstaltungen</b>		
<b>Dozent</b>	<b>Titel der Lehrveranstaltung</b>	<b>SWS</b>
H. Hummels	International Marketing (englisch)	4