

International Marketing

Module title in English Module level Module language	International Marketing Bachelor English
Lecturer	Professor Dr. Dirk Totzek
Module frequency Module duration	Winter semester 1 semester
Module content	<p>Week 1: The International Marketing Environment (I)</p> <ul style="list-style-type: none"> • Conceptual foundations of International Marketing • Models of International Trade <p>Week 2: The International Marketing Environment (II)</p> <ul style="list-style-type: none"> • Understanding international markets • Understanding international customers <p>Week 3: International Marketing Research</p> <ul style="list-style-type: none"> • Characteristics of international marketing research • Primary data versus secondary data • The process of market research <p>Week 4: International Marketing Strategy (I)</p> <ul style="list-style-type: none"> • Defining an international marketing strategy • Selection/prioritization of country markets <p>Week 5: International Marketing Strategy (II)</p> <ul style="list-style-type: none"> • International market development <p>Week 6: International Marketing Strategy (III)</p> <ul style="list-style-type: none"> • Cross-national standardization of marketing activities • Managing the relationship between the head office and local entities <p>Week 7: International Product Management and Communications (I)</p> <ul style="list-style-type: none"> • Foundations of international brand management <p>Week 8: International Product Management and Communications (II)</p> <ul style="list-style-type: none"> • International standardization vs. differentiation of product management and communications • Product piracy <p>Week 9: International Pricing (I)</p> <ul style="list-style-type: none"> • Foundations of pricing

	<p>Week 10: International Pricing (II)</p> <ul style="list-style-type: none"> • Specific challenges for pricing in an international context <p>Week 11: International Pricing (III)</p> <ul style="list-style-type: none"> • Managing price differentiation <p>Week 12: International Sales and CRM (I)</p> <ul style="list-style-type: none"> • International sales management <p>Week 13: International Sales and CRM (II)</p> <ul style="list-style-type: none"> • International customer relationship management <p>Week 14:</p> <ul style="list-style-type: none"> • Recap and Exam Advice 																																				
Parts / workload:																																					
<table border="1"> <thead> <tr> <th data-bbox="172 824 997 896">Parts of the module</th> <th data-bbox="997 824 1189 896">Contact hours</th> <th data-bbox="1189 824 1390 896">Credit points ECTS</th> </tr> </thead> <tbody> <tr> <td data-bbox="172 896 997 929"></td> <td data-bbox="997 896 1189 929"></td> <td data-bbox="1189 896 1390 929"></td> </tr> <tr> <td data-bbox="172 929 997 963">Lecture</td> <td data-bbox="997 929 1189 963">2</td> <td data-bbox="1189 929 1390 963"></td> </tr> <tr> <td data-bbox="172 963 997 996">Exercise</td> <td data-bbox="997 963 1189 996">1</td> <td data-bbox="1189 963 1390 996"></td> </tr> <tr> <td data-bbox="172 996 997 1030"></td> <td data-bbox="997 996 1189 1030"></td> <td data-bbox="1189 996 1390 1030"></td> </tr> <tr> <td data-bbox="172 1030 997 1064">Total</td> <td data-bbox="997 1030 1189 1064">3</td> <td data-bbox="1189 1030 1390 1064">5</td> </tr> <tr> <td colspan="3" data-bbox="172 1064 1390 1097">Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)</td> </tr> <tr> <td data-bbox="172 1097 582 1198"></td> <td data-bbox="582 1097 997 1198">Attendance</td> <td data-bbox="997 1097 1390 1198">Own study</td> </tr> <tr> <td data-bbox="172 1198 582 1232"></td> <td data-bbox="582 1198 997 1232"></td> <td data-bbox="997 1198 1390 1232"></td> </tr> <tr> <td data-bbox="172 1232 582 1265">Lecture</td> <td data-bbox="582 1232 997 1265">30</td> <td data-bbox="997 1232 1390 1265">70</td> </tr> <tr> <td data-bbox="172 1265 582 1299">Exercise</td> <td data-bbox="582 1265 997 1299">15</td> <td data-bbox="997 1265 1390 1299">35</td> </tr> <tr> <td data-bbox="172 1299 582 1332"></td> <td data-bbox="582 1299 997 1332"></td> <td data-bbox="997 1299 1390 1332"></td> </tr> </tbody> </table>		Parts of the module	Contact hours	Credit points ECTS				Lecture	2		Exercise	1					Total	3	5	Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)				Attendance	Own study				Lecture	30	70	Exercise	15	35			
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Parts of the examination / requirements for awarding credit points	Written test, 60 minutes																																				
Composition of final grade	Written test: 100%																																				
Additional comments	Lectures, exercises, and written test are in English. In the course of the module, selective guest lectures will be held.																																				
Basic readings	<ul style="list-style-type: none"> • Czinkota, M. R., Ronkainen, I. A. (2013), International Marketing, 10th ed., Stamford. • Homburg, C., Kuester, S., Krohmer, H. (2013), Marketing Management, A Contemporary Perspective, 2nd ed., Maidenhead. • Kotabe, M., Helsen, K. (2010), Global Marketing Management, 5th ed., New York. <p>Selected papers as compulsory reading.</p>																																				