

Course No.: DLMMARE	Course Title: International Marketing	Hours Total: 150 h
		Credit Points: 5 ECTS
Course Type: Pflicht Course Availability: WS, SS Course Duration: 1 Semester		Admission Requirements: None
Course Coordinator / Instructor: See current list of tutors in the Learning Management System		References to Other Modules: Please see module description
<p>Course Description:</p> <p>The most important task of international marketing is recognizing which international markets and business-related dependencies should be targeted for the marketing of products and services.</p> <p>The course begins with defining key terms and concepts associated with the field of marketing management and then extrapolates these to the international context.</p> <p>The first section of the course equips students with an understanding of how to perform a structured analysis of international markets, using elements of the “PEST Analysis” (political, legal, economical, socio-cultural, and technological frameworks). Strategical aspects of marketing as well as instruments used to analyze the marketing mix are discussed as they relate to the international context.</p> <p>Inadequate consideration of marketing orientation as well as underestimating the impact of cultural differences both present serious threats to the success of any corporation. This course shall therefore analyze and discuss contemporary case studies involving multinational corporations to elucidate these potential threats.</p> <p>Industry-based case studies also offer students the opportunity to put into practice the knowledge and tools acquired in this course to address some of the specific challenges of international marketing.</p> <p>Course Objectives and Outcome:</p> <p>The primary goal of this course is to enable students to make marketing decisions in an international context that are well-formulated and methodical, take into account important socio-cultural factors, and utilize specific marketing measures.</p> <p>Specifically, students should be able to do the following after finishing the course:</p> <ul style="list-style-type: none"> • Transfer well-known marketing management concepts to an international context, recognize limitations of their transferability, and continually develop the concepts • Perform a structural analysis of the context surrounding specific internationalizing decisions, recognize the various contexts in these scenarios, and formulate alternative decisions • Assess different strategic and political marketing alternatives in specific scenarios using relevant criteria and develop a decision template for developing marketing plans • Combine actual issues from industry with the most recent scientific insights into successful marketing approaches in order to develop the skills and knowledge to manage international marketing in corporate practice <p>Teaching Methods:</p>		

A variety of learning materials are offered to students: depending on the course, these include printed and online course books, vodcasts, podcasts, online tutorials, case studies, and online knowledge tests. This range of learning materials are offered to students so they can study at a time, place, and pace that best suits their circumstances and individual learning style.

Course Content:

1 International Marketing

- 1.1 Issues Related to International Marketing
- 1.2 Environmental Factors in International Market Development
- 1.3 Features of Buying Behavior in International Marketing

2 Introduction to International Marketing

- 2.1 Marketing Segmentation and Market Selection
- 2.2 Market Entry Strategy
- 2.3 Market Exit Strategy

3 International Marketing Strategies

- 3.1 Qualitative and Quantitative Primary Research
- 3.2 International Survey and Observations

4 International Marketing for Specific Sectors

- 4.1 Industrial Goods Sector
- 4.2 Consumer Goods Sector
- 4.3 Wholesale and Retail Sector
- 4.4 Service Sector

5 International Products

- 5.1 Product Policy
- 5.2 Product Mix and Degree of Standardization
- 5.3 Brand Policy

6 International Pricing and Terms and Sales Policies

- 6.1 Pricing on International Markets
- 6.2 Types of Price Discrimination
- 6.3 Credit and Discount Policy

7 International Promotion

- 7.1 International Promotion
- 7.2 International Promotion Mix
- 7.3 Optimal Standardization

8 International Distribution

- 8.1 Distribution Channels, Intermediaries, and Distribution Schemes
- 8.2 Organizational Forms for International Market Development
- 8.3 Potential for Standardization

9 International Marketing Mix

- 9.1 Home Country Orientation
- 9.2 Global Orientation

9.3 Multinational Orientation

Literature:

- Bradley, F. (2005). International marketing strategy (5th ed.). Upper Saddle River, NJ: Prentice Hall.
- Cateora, P. R., Gilly, M. C., & Graham, J. L. (2008). International marketing. (14th ed.). London: McGraw Hill.
- Czinkota, M. R., & Ronkainen, I. A. (2007). International marketing (8th ed.). Mason: Thomson South-Western.
- Hollensen, S. (2010). Global marketing (5th ed.). Harlow: Pearson Education.
- Keegan, W. J., & Green, M. C. (2015). Global marketing: Global edition (8th ed.). New York, NY: Pearson Higher Education.
- Keller, L. K. (2011). Strategic brand management: A European perspective (2nd ed.). Upper Saddle River, NJ: Financial Times Prentice Hall.
- Kotabe, M., & Helsen, K. (2010). Global marketing management (5th ed.). New York, NY: Wiley.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2012). Marketing management (2nd ed.). Upper Saddle River, NJ: Prentice Hall International.
- Mühlbacher, H., Leih, H., & Dahringer, L (2006). International marketing: A global perspective (3rd ed.). Boston, MA: Cengage Learning EMEA.

Reviews:

- Chandrasekaran, D., & Tellis, G. J. (2008). Global takeoff of new products: Culture, wealth, or vanishing differences? *Marketing Science*, 27(5), 844–860.
- Douglas, S. P., & Craig, C. S. (2011). Convergence and divergence: Developing a semi global marketing strategy. *Journal of International Marketing*, 19(1), 82–101.
- Johnson, J., & Tellis, G. J. (2008). Drivers of success for market entry into China and India. *Journal of Marketing*, 72(3), 1–13
- Levitt, T. (1983). The globalization of markets. *Harvard Business Review*, 61(3), 92–102.
- Powers, T. L. (2010). Adaptation of marketing mix elements in international markets. *Journal of Global Marketing*, 23(1), 65–79.
- Tianjiao, Q. (2014). Product diversification and market value of large international firms: A macroenvironmental perspective. *Journal of International Marketing*, 22(4), 86–107.
- Schilke, O., Reimann, M., & Thomas, J. S. (2009). When does international marketing standardization matter to firm performance. *Journal of International Marketing*, 17(4), 24–26.

Prerequisites to Qualify for Assessment:

- Depending on the course: Completion of online knowledge tests (approx. 15 minutes per unit, pass / not pass)
- Course evaluation

Assessment:

Exam, 90 min.

Student workload (in hours): 150

Self-study: 90
Self-testing: 30
Tutorials: 30

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