International Marketing

Course Description

Students learn the necessity for strategic marketing in an international context. They learn about essential cultural differences and how these influence international marketing management. The students experience the basic decisions, standardizations, and adaptations in international marketing based on different concepts in the international marketing mix. The necessity of international market research, strategic planning, and control are learned, along with the ethical aspects of international marketing. Finally, the students analyze current topics in international marketing management and reflect on them in connection with the concepts learned in this course.

Contents

1. Strategic International Marketing
   1. Internationalization
   2. Theoretical Foundations of International Market Entry Strategies
   3. Forms of International Market Entry
2. Cultural Differences as an Aspect of International Marketing
   1. Overview of Culture
   2. Cultural Model Based on Hofstede
   3. Cultural Model Based on Trompenaars
3. Case Studies in International Market Entry and Marketing Strategies
   1. Case Study: Nivea in South Korea
   2. Case Study: Bosch and Siemens Hausgeräte GmbH in China
   3. Case Study: Siemens Mobile in China
   4. Case Study: Siemens in China
4. International Product Management and Product Development
   1. Goals of International Product Management
   2. Framework Conditions for International Product Management
   3. International Product Decisions
   4. International Product Development
5. Exchange Rate Fluctuations and International Price Calculation
   1. Tasks and Objectives of International Price Management
   2. Factors Influencing International Price Management
   3. Instruments of International Price Management
6. International Communication and International Sales Policy
   1. International Communication Management
   2. International Sales Management
7. International Marketing and Ethics
   1. Overview of International Marketing and Ethics
   2. Business Ethics in International Companies
   3. Case Study: Nestlé
8. Applied Market Research and its Influence on Consumer Behavior
   1. Scope of International Market Research
   2. Requirements for International Market Research Information
   3. International Secondary Research
   4. International Primary Research
9. Monitoring and Control in International Marketing
   1. Controlling in International Management
10. Six Sigma, Brand Management, and Rebranding
    1. Six Sigma: Basics, Definitions, and Processes
    2. Brand Management
    3. Rebranding