

International Marketing

Module Code: DLMMARE

Module Type see curriculum	Admission Requirements None	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Josephine Zhou-Brock (International Marketing)

Contributing Courses to Module

- International Marketing (DLMMARE01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to international marketing
- The international context of corporations
- International marketing strategies
- Features of the marketing-mix specific to the international context
- Trends in international marketing

Learning Outcomes**International Marketing**

On successful completion, students will be able to

- transfer well-known marketing management concepts to an international context, recognize limitations of their transferability, and continually develop these 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 required to manage international marketing in a corporate setting.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales.

Links to other Study Programs of the University

All Master Programmes in the Marketing & Communication field.

International Marketing

Course Code: DLMMARE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	None

Course Description

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. The course begins with defining key terms and concepts associated with the field of marketing management and then extrapolates these to the international context. 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. 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. 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.

Course Outcomes

On successful completion, students will be able to

- transfer well-known marketing management concepts to an international context, recognize limitations of their transferability, and continually develop these 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 required to manage international marketing in a corporate setting.

Contents

1. Introduction to 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. International Marketing Strategies
 - 2.1 Marketing Segmentation and Market Selection
 - 2.2 Market Entry Strategy
 - 2.3 Market Exit Strategy
3. International Market Research
 - 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**Compulsory Reading****Further Reading**

- Bradley, F. (2004). International marketing strategy (5th ed.). Toronto: Pearson Education.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
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Instructional Methods	
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