

| | | |
|--------------------------------------|--|------------|
| Modulbezeichnung | International Marketing | |
| Semester | WPF | |
| Dauer | 1 Semester | |
| Art | Wahlpflichtmodul | |
| ECTS-Punkte | 5 | |
| Studentische Arbeitsbelastung | 60 h Kontaktzeit + 90 h Selbststudium | |
| Voraussetzungen (laut BPO) | Marketing Grundlagen | |
| Empf. Voraussetzungen | | |
| Verwendbarkeit | BaIBS | |
| Prüfungsform und -dauer | Group project and written 1h | |
| Lehr- und Lernmethoden | Seminar style with exercises and cases | |
| Modulverantwortlicher | H. Hummels | |
| Qualifikationsziele | The goal of the module is to convey to the students an understanding of the particularities of a company's activities and specifically their marketing aspects in the international environment. To this end, students will get to know different methods and receive application-oriented abilities about analysis, and necessary adaptations to different economical, political, legal, and social conditions of marketing elements. | |
| Lehrinhalte | The course's contents include presentations and discussions of the global economic environment, culture as a core concept of international consumer behavior, aspects of international market research, international strategic questions, e.g. market selection and market entry. Based on this, design and particularities of the international marketing mix will be treated. | |
| Literatur | Czinkota, I./ Ronkainen, M.: International Marketing. Thomson/ Southwestern, 8th International Student Edition, 2007. Doole, I./ Lowe, R.: International Marketing Strategy. Southwestern/ Cengage, 5th Edition, 2008. Ghauri, P./ Cateora, P.: International Marketing. McGraw Hill, 2nd Edition, 2006. u.a. | |
| Lehrveranstaltungen | | |
| Dozent | Titel der Lehrveranstaltung | SWS |
| H. Hummels | International Marketing | 4 |