

1	1.1 Module name (German / English) International Marketing	1.2 Short name (optional) IM	1.3 Module-Code (HIS-POS)
2	2.1 Frequency of Offer: Offer in <input type="checkbox"/> each SoSe, <input checked="" type="checkbox"/> each WiSe,	2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester	
3	3.1 Offer for the following study programmes	3.2 Mandatory, Elective	3.3 Recommended semester
	Master International Marketing and Sales	Man	1/2

4 Workload				Workload total	
	Lectures/ Form	Contact time	hours per semester per form of instruction/standard form	Workload	Credits
contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible)	Seminar lessons	2	30	180	6
	work with case studies or projects (individual or group work)	2	30		
	Amounts	Amounts contact time	Amounts contact time in hours		
self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search)	Self-study		120		
	Amounts		Amounts self-study in hour		

55.1 Learning outcomes

International Marketing: The content of the lecture “International Marketing” focuses on the preparation of the students in international professional engagements. For successfully managing strategic and operational functions a profound knowledge of international business management subject areas is essential.

- a) Alumni are able to evaluate and analyze in the marketing area international scientific studies on the background of comprehensively detailed marketing knowledge regarding their relevance for the international business practice.
- b) Alumni are able to select and review critically optional approaches and characteristics in the international market research, potential marketing strategies with the basic problem of the standardization and differentiation in the individual marketing aspects and the employment of marketing instruments on the background of different economic policies, economical, cultural and linguistic surroundings.
- c) Alumni are able to discuss in the area “marketing” analytical working methods and characteristics of international marketing, to evaluate alternatives even with incomplete information, to assess their use for case-specific utilization and then to apply them selected and evolve a methodical solution.
- d) Alumni are able to collect material from the scientific literature, performing and processing bibliographical inquiries, explain, apply, and reflect upon complex theories, terminology, specialities, boundaries, and different schools of thought related to their topic critically and in depth. Students can review the related literature critically. They can summarize the main findings of other authors in a conclusive way.

International Business Project: Within the project or the case study on International Marketing & Business the educational content of the lecture will be reinforced on the basis of working on current tasks in a project or in a case.

Alumni are able to

- Structure and analyze international, strategically complex tasks,
- Develop a project design and methodical approaches, conceptualize and manage project parts, coordinate sections and national tasks
- Create and present target group oriented reports and presentations and evaluate project success and efficiency.

5.2 Learning content

International Marketing

- Driver of the internationalization and opening of the markets
- Market research and analysis, characteristics of international market analysis
- Characteristics in the cooperation in projects, creative processes, coordination, organizational questions
- Standardization versus differentiation
- Marketing strategies, market segmentation
- Marketing mix in the international market
- Global and international brand management
- Mistakes and wrong decisions in the international marketing
- Marketing organization and controlling in the international market

International Business Project

1. Structuring and analyzing the type of problem (On the basis of a given case study or a real project in cooperation with a company/praxis partner)
2. Development of a project design, a procedure
3. Conception of project parts (e.g. development of a questionnaire, spot check drawing, analysis, measure deduction, preparation for decisions)
4. Realization of the work with the case study or the project
5. Report writing and presentation

Work may follow the described procedure but is an iterative, non-linear process that might vary. More information on business project (e.g. who are the partners, what are typical tasks, who supervises the projects) is relevant and will be given to prospective students at the start of the semester.

6 Participation Requirement mandatory

7 7.1 Requirements for the award of credit points

Successful regular (written and video) assignments / moderation successful project work

7.2 Examination Form

(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

Project/ case study work (50%), Assignments (Individual Paper) (50%)

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

5% (6 CP of 120 CP)

8.1 Lecture Language

German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Bert Kiel

8.3 Lecturer

Prof. Dr. Bert Kiel

Prof. Dr. Carmen Maria Albrecht

8.4 Maximum number of participants

8.5 Supplementary information (optional)

The lectures are given in English. The assignments (Individual Paper) are to be written in English. The students' video assignment and moderation are to be given in English. The project work will be executed and presented predominantly in English. In selected cases a practical partner might "enforce" a project to be partially run / partially presented in German for company reasons (lack of language skills of employees).

recommended reading:

Reader in International Marketing in WS1920 "Global Marketing Management", Kotabe, Helsen, 2019

„Global Marketing“, Alon, Jaffe, Prange, 2017

“Marketing across cultures”, Usinier, Lee 2014

“International Marketing”, Backhaus, Büschgen, Vogth, 2007

Selected Peer Reviewed Journal Papers:

Selection of 2019 Papers:

Entry Mode Degree of Control, Firm Performance and Host Country Institutional Development: A Meta-Analysis	Claudio Giachetti · Giancarlo Manzi · Cinzia Colapinto, 2017
Six paths to Chinese company innovation	Mark J. Greeven & George S. Yip, 2019
MNCs and religious influences in global markets	M.M. Butt, S. Rose, S. Wilkins, J. Ul Haq, 2016
The German Mittelstand: antithesis to Silicon Valley entrepreneurship?	André Pahnke & Friederike Welter, 2018
The Relative Advantage of Marketing over Technological Capabilities in Influencing New Product Performance	Martin Eisend, Heiner Evanschitzky, and Roger J. Calantone, JIM
Does Country or Culture Matter in Global Marketing?	Naresh K. Malhotra, James Agarwal, and G. Shainesh, 2018
Intercultural Service Encounters (ICSEs): Challenges and Opportunities for International Services Marketers	Piyush Sharma, J. L.M. Tam, N. Kim, Wu Zhan and Yong Su, 2018
Standardized Global Brand Management Using C-D Maps	Charan K. Bagga and Niraj Dawar, 2018
Determinants of brand localization in international markets	Insik Jeong, Jong-Ho Lee, Eunmi Kim, 2018
Branding from emerging countries: how to compete internationally?	Claude Chailan, Francis Ille, 2014

The fight against international transfer pricing abuses: a recommendation for Mauritius	Ambareen Beebeejaun, 2018
International pricing strategies for born global firms	Neubert, M.; 2017
The effects of dynamic capabilities on value-based pricing and export performance	Katharina Maria Hofer, Lisa Maria Niehoff & Gerhard A. Wuehrer, 2015
What makes you select a higher price option? Price-quality heuristics, cultures, and travel group compositions	Ji Youn Jeong, John L. Crompton, Sunghyup Sean Hyun, 2018
Influences of culture and market convergence on the international advertising strategies of MNCs	Jing Jiang, Ran Wei, 2012
Meaningful obstacles remain to standardization of international services advertising	Ali Kanso, Richard Alan Nelson, Philip James Kitchen, 2013
Reconfiguring the Marketing Mix to Counter the Counterfeits in the Global Arena	Karminder Ghuman and Hemant Merchant, 2018
Who controls the Indian economy: The role of families and communities in the Indian economy	Dalhia Mani, 2019
Strategic Market Segmentation in the Dynamic Emerging Markets	Mallikarjuna Rao Veluru, 2018
E-Commerce in Emerging Economies: A Multi-theoretical and Multilevel Framework and Global Firm Strategies	James Agarwal and Terry Wu, 2018
Cross-Border E-Commerce: A New Driver of Global Trade	Yanbin Tu and Joe Z. Shangguan, 2018
Integrating sustainability education into international marketing curricula	Chamila Roshani Perera and Chandana Rathnasiri Hewege, 2015
Ethics, Sustainability, and Culture: A Review and Directions for Research	C. N. Leonidou, D. Skarmeas, C. Saridakis, 2018
Sustainable Export Marketing Strategy Fit and Performance	A. Zeriti, M. J. Robson, S. Spyro-poulou, & C. N. Leonidou, 2014