

Module description International Marketing

Identifier	Category	Details / Content
General Information		
1.1	Module name	International Marketing
1.2	Contained courses	a) International Marketing b) International Business
1.3	Module code	MSB.2.0053.0.V.1 (International Business) MSB.2.0053.0.V.2 (International Marketing)
Timing		
2.1	Frequency of offer	Winter semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form a) International Marketing	Seminar lessons
	Lecture form b) International Business	Work with case studies or projects (individual or group work)
4.2	Contact time a) International Marketing	2 semester weekly hours = 30 hours per semester
	Contact time b) International Business	2 semester weekly hours = 30 hours per semester
4.3	Self-study time a) International Marketing	60 hours per semester
	Self-study time b) International Business	60 hours per semester
4.4	Total workload	180 hours
4.5	Workload in credits	6 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes a) International Marketing		
5.1	ILO IM 1	In marketing, graduates are able to evaluate and analyze international scientific studies regarding their relevance for the international business practice.
	ILO IM 2	Graduates are able to critically review the different approaches in international market research, different international marketing strategies, and marketing instruments on the background of different economic policies, economical, cultural and linguistic surroundings.
	ILO IM 3	In marketing, Graduates are able to discuss analytical methods and characteristics of international marketing, to evaluate alternatives. By discussing the value of options Graduates can develop solutions to international marketing case studies.
	ILO IM 4	Graduates are able to identify suitable insights out of actual scientific literature, performing and processing bibliographical inquiries, explain, apply, and reflect critically upon theories, terminology, specialities, boundaries, and different schools of thought related to their topic. They can summarize the main findings of other authors in a conclusive way and reflect critically on the theoretical value of the other authors contributions.

Contribution of module ILOs to study programme ILOs

(only most relevant contribution is highlighted)



K1

Graduates can effectively **self-manage** (in terms of motivation, time, planning and behaviour) an IT-system supported **learning process to gain knowledge on strategy & leadership, organisations, external environment and management** in the professional fields of international marketing & sales.



K2

Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, **selecting and using appropriate quantitative and qualitative skills**, making use of suitable communication and information systems, **demonstrating cognitive skills of critical thinking, analysis** and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.



K2

Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, **selecting and using appropriate quantitative and qualitative skills**, making use of suitable communication and information systems, **demonstrating cognitive skills of critical thinking, analysis** and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.



S1

Graduates can **effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level**, oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and **act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations**.

Intended learning outcomes b) International Business

5.1	ILO IM 5	Within the project or the case study on international marketing & business the Graduates are able to analyse and structure international, strategically complex tasks.
	ILO IM 6	Graduates can develop a project design and select methodical approaches, conceptualize and manage project parts and coordinate with project members.
	ILO IM 7	Almuni are able to create and present target group oriented reports and presentations and evaluate project success and efficiency.
	IMO IM 8	Graduates can participate in or lead a project in a socially inclusive way, providing energy to the group and self-motivation.
	IMO IM 9	Graduates a able to discuss expectations with demanding stakeholders and to show resilience under time pressure.



A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .
S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.
S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.



Learning content a) International Marketing

5.2	IM Learning content 1	Areas of knowledge covered: International market research and analysis, characteristics of international markets, international marketing strategies, international market segmentation approaches, global brand management, international pricing, international product development & management, international service management, international communication and media, International marketing & the Internet, marketing organization and controlling in the international market
	IM Learning content 2	The entire course is accompanied by essential readings to allow easy reference to course material. The essential readings will be a mixture of journal articles and book chapters. Students will come prepared to the lecture. The contact time of the course will have the form of a facilitated high-level discussion.
	IM Learning content 3	On several dates students will prepare written assignments, which are 2-page scientific thesis on the content of the essential reading, proving that they have achieved an advanced intellectual level regarding the topic (measured based on the cognitive domain model of Bloom, level 4-6), including highlighting remaining questions and / or most worthy discussion points that might be used in class to facilitate discussion. Rather than summarizing the content of the main text, they are to analyze / critically reflect the paper by using multiple other sources and work out their overlapping/alternative perspectives.

	IM Learning content 4	Teams of 2 students have to prepare once a 10 minute video assignment, presenting main insights of an international marketing peer reviewed journal article, analyzing and critically reflecting on the paper by using different additional sources. During the lecture, the authors of the videos will present their insights in class.
	IM Learning content 5	At the beginning of each lecture a group of students will be selected by chance to moderate a high-level discussion on the given topic amongst the participants of the class.

Learning content b) International Business

5.2	IM Learning content 6	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)
	IM Learning content 7	2. Development of a project design, a procedure
	IM Learning content 8	3. Conception of project parts (e.g. development of a questionnaire, spot check drawing, analysis, measure deduction, preparation for decisions)
	IM Learning content 9	4. Realization of the work in the case study or the project
	IM Learning content 10	5. Report writing and presentation
Work may follow the described procedure but is an agile, 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		

Requirements & examination

6	Participation requirement	Mandatory regular participation in module; approval granted by examination board because of the project characteristics of the international business course
7.2	Assessment method / requirements for the award of credit points in a) international marketing course	a) individual written scientific assignments on selected international marketing topics (app. 50%) b) in teams of two: video assignment on international marketing peer reviewed journal article (app. 35%) c) moderation of scientific discussion in class (app. 15%)
7.2	Assessment method / requirements for the award of credit points in a) international business course	Individual & group performance evaluation of project / case study work (100%)
7.3	Requirements for admission to the examination	Mandatory presence - (2 x unallowed absense ony)
7.4	Importance of the mark for total mark	5% (6 ECTS of 120 ECTS)
8.1	Lecture language	English
8.2	Module supervisor	Prof. Dr. Bert Kiel
8.3	Lecturers	Prof. Dr. Carmen-Maria Albrecht Prof. Dr. Thomas Baaken Prof. Dr. Bert Kiel Prof. Dr. Thorsten Kliewe Prof. Dr. Sue Rossano
8.4	Maximum number of participants	Project participants will be limited based on nature of project
8.5	Supplementary information	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 of corporate partner)

Recommended reading

WS 2022 / 2023 main reader: "Global Marketing Strategy: An Executive Digest 2e" B.B. Schlegelmilch, 2022

WS 2021 / 2022 main reader: "Marketing across cultures" J.-C. Usunier & J. Lee, 2014 and "International Business Management", K. Fatehi, J. Choi; 2018

WS 2020 / 2021 main reader: "Global Marketing", Alon, Jaffe, Prange, 2017		
WS 2019 / 2020 main reader: "Global Marketing Management", Kotabe, Helsen, 2019		
2022, "Int. Marketing Strategy" 9e, Doole & Lowe & Kenyon		
2007, "International Marketing", Backhaus, Büschgen, Vogth		
WS 2022 / 2023: Selection of Papers: (as video assignments)		
1	Veronica Scuotto, et al., 2021, IMR	Building dynamic capabilities for international marketing knowledge management
2	Shahriar Akter et al. 2021, IMR	Big data-driven strategic orientation in international marketing
3	M. Cleveland, N. Papadopoulos, M. Laroche, 2021, IMR	Global consumer culture and national identity as drivers of materialism: an international study of convergence and divergence
4	Nadia Zahoor et al., 2021, IMR	International open innovation and international market success
5	M. Bharty, V. Suneja, A. K. Chauhan, 2021	The role of socio-psychological and personality antecedents in luxury consumption
6	J. Kapferer, P. Valette Florence, 2021, IMR	The myth of the universal millennial: comparing millennials' perceptions of luxury across six countries
7	R. Batra, D. Li, C. Chiu, 2021, APJML	Consumption attitudes and behaviors in Asia: a "discovery-oriented" fresh look
8	Yi Hsuan Lee et al. 2021, APJML	Consumer brand engagement in the US-China trade war
9	P. Magnusson, S. Zdravkovic, S.A. Westjohn, 2022, IMR	A longitudinal analysis of country image and brand origin effects
10	S. M. Liozu, A. Hinterhuber, 2022, JBS	Pricing and CEOs: why top executives need to get involved
11	Renata FULOP, 2022, Review of Economic Studies and Research Virgil Madgearu	The influence of fiscal regulations on transfer pricing: a bibliometric review.
12	Suniti Vadalkar et al., 2021, IMR	A critical review of international print advertisements
13	M. Shumanov, H. Cooper, M. Ewing, 2021, EJM	Using AI predicted personality to enhance advertising effectiveness
14	R. Hübner Barcelos, A. C. Munaro, 2022 in Advances in Digital Marketing and eCommerce	The Influence of Linguistic Style on Consumer Engagement: A Study from Top Global Brands' Posts on Facebook
15	A. Ghosh, M. Deb, 2022, EJM	Universal emotional arc structure in advertisements and their favorability
16	Z. Li, T. Liu, S. Dai, 2022, CMS	Understanding Chinese automobile firms: past, present and path to be world class
17	H. Keskin et al., 2021, IMR	The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and competitive intensity
18	N. Donthu et al., 2020, IMR	A bibliometric review of International Marketing Review (IMR): past, present, and future
19	Andrea Celone et al., 2021, CPOIB	Is it possible to improve the international business action towards the sustainable development goals?
20	V. Tarnovskaya, D. Tolstoy, S.M. Hanell, 2022, IMR	Drivers or passengers? A taxonomy of multinationals' approaches to corporate social responsibility implementation in developing mar.
21	Frederick Ahen, 2020, CPOIB	International mega-corruption Inc.: the structural violence against sustainable development
22	Shawn Pope, Jimi Kim, 2022, Business & Society	Where, When, and Who: Corporate Social Responsibility and Brand Value—A Global Panel Study
23	C. R. Perera, C. R. Hewege, 2021, CPOIB	Internalising and internationalising country specific CSR practices of a Japanese multinational company
24	M. Serdijn, A. Kolk, L. Franssen, 2020, CPOIB	Uncovering missing links in global value chain research – and implications for corporate social responsibility and international b.
25	Jhanghiz Syahrivar et al., 2021, APJML	Religious compensatory consumption in the Islamic context: the mediating roles of religious social control and religious guilt

26	Jungwon Lee, Cheol Park, 2021, APJML	Customer engagement on social media, brand equity and financial performance: a comparison of the US and Korea
27	J. Hagberg, A. Jonsson, 2022, ILRDM	Exploring digitalisation at IKEA
28	Zhou Zhang et al., 2022, JBS	A global race to dominate the internet of things: how China caught up