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| <b>Department</b>              | 14 Tourism   |
| <b>Course title</b>            | <b>International Marketing and Leadership</b>  |
| <b>Hours per week (SWS)</b>    | 4  |
| <b>Number of ECTS credits</b>  | 5  |
| <b>Course objective</b>        | <p>After completing this module successfully, students will be able to understand the foundations of leadership. Furthermore, they will be enabled to understand and analyze different theoretical frameworks and research results on leadership. They apply this knowledge to typical leadership situations and specific challenges as well. They will be able to understand and analyze specific leadership issues in the tourism industry.</p> <p>Students will be enabled to understand and analyze challenges of marketing in globalized and internationalized companies. They will be able to understand and analyze cultural differences and their effects on international marketing. They will also be able to analyze selected aspects of international strategic marketing and the international marketing mix and apply this knowledge on international marketing situations and case studies.</p> <p>Furthermore, the following interdisciplinary competences are addressed as students will be able to enhance their self-organization and team work skills, learn how to access and critically evaluate new topics and research results, improve their ability to articulate scientific knowledge in group discussions and increase their intercultural skills.</p> |
| <b>Prerequisites</b>           | see forward clause in the study and examination regulation   |
| <b>Recommended reading</b>     | will be provided at the beginning of the semester  |
| <b>Teaching methods</b>        | lecture  |
| <b>Assessment methods</b>      | written exam   |
| <b>Language of instruction</b> | English  |
| <b>Name of lecturer</b>        | Dr. Christina Tölkes<br>Prof. Simon Werther  |
| <b>Email</b>                   | <a href="mailto:christina.toelkes@hm.edu">christina.toelkes@hm.edu</a><br><a href="#">Prof. Werther tba</a>  |
| <b>Link</b>                    |  |
| <b>Course content</b>          | <p>R531 Leadership<br/>This course addresses leadership in the context of leading oneself, leading people and leading organizations. Different theoretical frameworks of leadership as well as its applicability on leadership situations are discussed. It also focuses on new developments of leadership research such as Systemic Leadership, Positive Leadership and Mindful Leadership to name but a few. Specific leadership challenges in tourism are addressed as well as cross-cultural applicability.</p> <p>R 532 International Tourism Marketing<br/>This course addresses marketing in its international context. The understanding of the international marketing environment of globally and internationally operating companies will be highlighted. The importance of intercultural aspects in international marketing will be discussed and analyzed. Selected aspects of international marketing strategies and the design of the international marketing mix based on them will be presented and discussed.</p>  |
| <b>Remarks</b>                 |  |