

Module no.	5/6.3.34		
Title	International Marketing		
Applicability	For all majors: Advanced communication skills and personality competencies for all business majors.		
Module type	Elective		
Teaching form	Seminar	Frequency of supply	Blocked week I 16.01.23 – 20.01.23
Teaching language	English		
Semester	4		
SWS	4		
ECTS credits	5	Workload	50/40/40/20
Corresponding	Basic Studies	Recommended previous knowledge	Basic Studies
Exam	ModA	Permitted aids	all
Lecturer	Prof. Dr. Scott C. Ambrose		
Subject responsibility	Prof. Dr. Hammer		

### Learning Goals:

*Knowledge:* (i) explain the characteristics and functioning of a multinational business enterprise and the foreign markets it faces, (ii) apply appropriate techniques and tools to manage those markets, (iii) evaluate the various entry alternatives available with a specific strategy (iv) identify and analyze factors related to various market development alternatives (v) manage the strategy implications of conducting business in a global environment (vi) understand the differences of foreign markets.

*Skills:* (i) assimilate and apply the techniques learned through the theory and solve problems faced by real firms in the past, through case studies (ii) work in teams and demonstrate appropriate leader/follower behaviour (iii) address a mid-sized group, present and defend a case analysis (iv) write a brief report summarizing the key issues of the case study and make justifiable recommendations. Develop cross-cultural business communication skills through participation in a simulation game with multicultural team members working on a structured task.

*Competence:* demonstrate mastery of both the knowledge-objectives and skills-set objectives of this course through live cases analyses and presentations and defending critique.

### Contents:

This course will introduce students to marketing practices of companies seeking opportunities outside of their home country. Students will learn about various modes of foreign market entry and the market conditions best suited for each mode. Students will also learn to balance the need for local market adaptation against the need for global efficiency relative to decision making across the marketing mix areas of product, price, place, and promotion. While international business is fraught with risk, opportunity abounds for companies that manage their international endeavors effectively. Therefore, it is important for marketing managers to think strategically and students will be introduced to strategic considerations that are unique to doing business internationally.

**Features:**

Forms of teaching, methods and support:	<p>Interactive lectures, case discussions and case presentations; simulation game</p> <p>This is designed to be a fast-paced, intense course for students, engaged inside and outside the classroom. A tried and tested formula for success in this course is for students to come <i>fully prepared</i> for each day's material, whether it be the relevant chapters and/or case studies. Lecture presentation slides and case studies will be posted online ahead of the module and the approach will be a combination of traditional lectures, a "flipped classroom" and interactive case discussions. Different case studies will be assigned to different groups at the end of the second day of class. For the in-class case studies, broad, acceptable outcomes to the issues faced by the firms will be discussed in class; precise solutions do not exist and will not be provided. Students should be prepared to spend class time on team-based activities along with lectures.</p> <p>Final note - Expectations: This is not a course with traditional structured lecture and in-class "seat-time" as we say. This is a "flipped" classroom with a lot of reading and preparation <i>outside</i> the classroom and a lot of team-based learning activities in the classroom. Further, students should not expect structured, precise solutions to case studies – these are often case studies with open-ended issues, with a wide range of acceptable solutions.</p>
---	--

**Literature:**

- *Global Marketing: Hollensen, Svend, Pearson Education Limited; 8. Edition (13. Januar 2020)*
- *Harvard Business School Publishing: Readings, Cases and Simulation Game-related materials posted in the coursepack at the Harvard Business School Publishing\_ at <https://hbsp.harvard.edu/>*
- *Notes posted on the department's Learning Management System*