



Course number: BWB 16230
International Marketing
Study level: Bachelor /
Undergraduate

Prof. Dr. Konstantin Hassemer
Language of instruction: English
ECTS Credits: 3

Objectives:

The main objective of this course is for students to understand the multidimensional nature of marketing decisions in the global marketplace. Through lectures, case studies, and exercises students will learn the strategic concepts of international marketing. Knowledge of cross-border dimensions in international marketing supports a proactive market orientation among participants. In this course, students will also discuss the necessity of synchronization and adjustment of marketing activities in more the one national market.

Contents:

- Overview: Characteristics of International Marketing
- The International Stage: Customer Behaviour and Host Country Market Conditions
- Efficient Response to International Market Conditions: The International Marketing Organization
- Focussing Corporate Resources: Segmentation, Targeting and Positioning
- A Permanent Issue: Standardization or Adaptation?
- The Core of International Marketing: Product Policy
- Valuable Considerations: Price Policy
- Creating the International Storefront: Distribution Policy
- Getting in Touch with the International Customer: Communication Policy

Reading:

Philipp R. Cateora, Mary Gilly, John L. Graham: International Marketing
Warren Keegan: Global Marketing

Assessment:

Assessment of this course is based on a 45-minute written final examination.