

Objectives:

Students understand the implications of International Marketing as a cross-border business activity. To complement the operational and instrumental levels of marketing, students gain an understanding of the strategic level of international market management, with a focus on corporate management in Asia.

Contents:**International Marketing**

Students develop an awareness of the uniqueness of foreign marketing environments requiring specific marketing approaches. Students know about the necessity of synchronization and adjustment of marketing activities in more than one national market and have an understanding of the interdependence of international marketing mix decisions.

Strategic Management Asia

Students analyze typical strategic decision-making areas in Asian companies and establish links to marketing strategies on the one hand and to the significance of institutional frameworks on the other hand.