



<b>International Marketing</b>	
Course number	3490
Remarks	<b>Blocked seminar during the lecture period.</b>
Lecturer	Prof. Dr. Wang-Nastansky
ECTS	2.5
Number of semester hours	2
Workload	75 h
Type	Elective
Duration	1 Term
Prerequisites	This module is recommended for students with good/very good English language skills (preferably B2-C1 level of the European Framework for Languages). Students shall possess basic knowledge business administration and marketing.
Type of exam	Oral proof/ presentation of academic achievement
Objectives	Targeted at students who have basic knowledge of business administration and entry level understanding of intercultural communication. Through this module, students are able to perform a country-analysis on macro, industry and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition. When an enterprise considers a possibility to internationalize, the prerequisites of internationalization have to be thought as well. Company has to decide to which markets to enter, what kind of operation modes to use in these operations and what strategies to follow. This seminar also enable students to formulate market entry strategies, an international marketing plan and implement, coordinate and control the international marketing (and sales) programs and projects. In the marketing plan to enter foreign markets, students should be able to adapt their chosen products, prices, promotion and/or distribution channel(s) to the selected foreign market. Especially promotion issues have to be thought thoroughly because cultural differences play a very important role especially in personal communication. Last but not least, students are also enabled to create, develop and maintain profitable customer relationships.
Content	During this class we go through the most important issues connected to international marketing. When doing business in international context, cultural borders are crossed. This issue is one of the most important differences between domestic and international marketing. In order to succeed you have to understand other cultures to certain extent and adapt your marketing efforts to target market's cultural environment.
Bibliography	International Marketing: Philip R. Cateora & John L. Graham Routledge international handbook of consumer psychology: Jansson-Boyd, Cathrine V. [Herausgeber]; Zawisza, Magdalena J. [Herausgeber]. London ; New York, Routledge, 2017
Forms of instruction	Blocked Seminar (2 days)
Language of instruction	English
Availability	Every winter term