

Marketing in the Global Economy

Course title <i>Titel</i>	Marketing in the global economy
Course status <i>Fachstatus</i>	Mandatory within specialisation International Business (English Track)
Frequency/Duration <i>Häufigkeit / Dauer</i>	Winter term, 1 semester
Target Group <i>Zielgruppe</i>	5 th students in the program Betriebswirtschaftslehre with specialisation in International Business (English track)
Course description <i>Kurzbeschreibung</i>	This module contains the analytical and managerial principles of successful planning of international market oriented activities. Based on general marketing knowledge, the specific aspects of developing international marketing strategies and tactical marketing plans are in the focus of this module. In addition, relevant environmental aspects of international marketing activities are part of this module.
Prerequisites(recomm.) <i>Vorkenntnisse (empf.)</i>	Allgemeine Betriebswirtschaftslehre, Marketing, Volkswirtschaftslehre, Management in the global economy
Required materials <i>Arbeitsmittel</i>	-Czinkota, Ronkainen: International Marketing, 10th ed, Stanford University Press 2013 -Homburg, Kuester, Krohmer: Marketing Management, A Contemporary Perspective, 2 nd ed., Maidenhead 2013 -Ghuri, Cateore: International Marketing. 4th ed, McGraw-Hill 2014
Course outcomes <i>Lehrresultate</i>	After successful participation in this module, the participants can analyze the marked related business environment of international business activities, manage the opportunities and risks of international marketing and understand the specific aspects of marketing in a global environment. They are able to prepare, develop and manage international business strategies, especially for service companies and SMEs.
Course topics <i>Inhaltsangaben</i>	<ul style="list-style-type: none">• Connectional framework of marketing in a global economy• Reasons and requirements for a successful international marketing strategy and activities• International market-evaluation and –selection, specific aspects of market research in the global economy• Planning of international market-entrance, development and -exit<ul style="list-style-type: none">○ International marketing and sales-organisation○ Timing strategies○ Market-intelligence and -monitoring• Specific aspects of the international marketing mix• Customer behaviour and intercultural Marketing• International brand management• Risk- and quality-management in the international business environment• Selected case studies

Course methods <i>Lehrmethoden</i>	Interactive presentation, exercises, case studies
Course and examination language <i>Lehr- und Prüfungssprache</i>	English
Related courses <i>Weiterführende Kurse</i>	none
Applicability <i>(Verwendbarkeit)</i>	Creditable in the program Wirtschaftsingenieurwesen upon request
Course structure <i>Umfang / Credits</i>	4 – 0 – 5 (Lecture hours – Practise – Credit points)
Workload	60 – 0 – 90 (Lecture hours – Practise – Self study)
Assessment / Duration <i>Leistungsnachweis / Dauer</i>	Written exam (120 Minutes)
Lecturers <i>Lehrpersonen</i>	Prof. Dr. Rentzsch, Prof. Dr. Prill,
Coordinator <i>Verantwortlich</i>	Prof. Dr. med. Oliver Rentzsch
Last review <i>Letzte Überprüfung</i>	January 2017