# Marketing in the Global Economy

**Course title**
Marketing in the global economy

**Course status**
Mandatory within specialisation International Business (English Track)

**Frequency/Duration**
Winter term, 1 semester

**Target Group**
5th students in the program Betriebswirtschaftslehre with specialisation in International Business (English track)

**Course description**
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**
Allgemeine Betriebswirtschaftslehre, Marketing, Volkswirtschaftslehre, Management in the global economy

**Required materials**
- Czinkota, Ronkainen: International Marketing, 10th ed, Stanford University Press 2013

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