

<b>Module title</b>		<b>Abbreviation</b>
International Marketing		12-INMA-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.</p>		
<b>Intended learning outcomes</b>		
<p>Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) Term paper (15 to 20 pages) or  c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or  d) oral examination of one candidate each (approx. 20 minutes)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Business Management and Economics (2015)  Bachelor' degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor' degree (1 major) Business Information Systems (2016)  Bachelor' degree (1 major) Business Information Systems (2019)  Bachelor' degree (1 major) Business Management and Economics (2019)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  Bachelor' degree (1 major) Business Information Systems (2020)</p>		

