**Module title**: International Marketing  
**Abbreviation**: 12-M-I MM-141-m01

**Module coordinator**: holder of the Chair of Business Management and Marketing  
**Module offered by**: Faculty of Business Management and Economics

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<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
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<tr>
<td>5</td>
<td>numerical grade</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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**Contents**

**Description:**
The module builds on the knowledge acquired during the Bachelor’s degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

**Courses** (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)  
Language of assessment: German, English

**Allocation of places**
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<th>Additional information</th>
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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<tr>
<td>Master's degree (1 major) Business Information Systems (2014)</td>
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<tr>
<td>Master's degree (1 major) Business Management (2014)</td>
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<td>Master's degree (1 major) Economics (2014)</td>
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