

<b>Module title</b>		<b>Abbreviation</b>
Sales and Communications Management		12-M-IMM-242-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Chair of Business Management and Marketing		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	graduate	--
<b>Contents</b>		
<p>Description: The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Internationalisation of the economy and regional integration processes <ul style="list-style-type: none"> <li>• Globalisation</li> <li>• Competitiveness of countries, industries and companies in an international context</li> </ul> </li> <li>2. International strategic marketing decisions <ul style="list-style-type: none"> <li>• Market entry forms</li> <li>• Market development strategies</li> <li>• Timing strategies</li> <li>• International organisation structures</li> </ul> </li> <li>3. Theories and strategies of internationalisation <ul style="list-style-type: none"> <li>• Foreign trade theory</li> <li>• Multinational enterprise</li> <li>• Internationalisation strategies</li> </ul> </li> </ol> <p>Reading: Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition). Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<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)		
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus		



**Allocation of places**

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**Additional information**

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**Workload**

150 h

**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Management International (2024)  
Master's degree (1 major) Management (2024)  
Master's degree (1 major) International Economic Policy (2024)  
Master's degree (1 major) Econometrics (2024)