

Course	
Course Number	7552
Exam Number	7552
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Prof. Dr. Jens Cordes
Prerequisites for Participation	Marketing Basics
Content	<p>Course overview</p> <ul style="list-style-type: none"> - Global Marketing theoretical foundations - Forms of market penetration - Global marketing job - Global marketing mix - Global marketing organization - Global marketing segmentation
Target Competencies	<p>Students know and understand the theory of International Marketing. They elaborate on a given marketing topic by creating an international marketing concept for a specified product. They develop their communication skills by presenting and discussing their international marketing concept in class.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQF) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation

Course	International Marketing
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Johansson, Johnny K. (2008): Global Marketing: Foreign Entry, Local Marketing & Global Management. (International Edition). USA: McGraw – Hill. Perner, Lars: International Marketing, USC Marshall School of Business. http://www.consumerpsychologist.com/international.htm