

active since HS 2014/15

Module Name: Intermediate Marketing			
Module Code	w.BA.XX.1IM-IM.XX		
Degree Program and Discipline	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – General Management - Program in English <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Banking and Finance - Program in English <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input checked="" type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology		
Legal Framework	Academic Regulations Bachelor 09 dated by 29.01.2009 Appendix of Academic Regulations dated by 12.05.2009, last modification: 04.03.2014		
Module Category	Type of Module <input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Consolidation <input type="checkbox"/> Compulsory Elective <input type="checkbox"/> Elective	Module Level <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized	Program Phase <input type="checkbox"/> Assessment <input checked="" type="checkbox"/> Main study program
ECTS	6		
Organizational Unit	SGL – Study Abroad		
Module Coordinator	TBD		
Deputy Module Coordinator	TBD		
Prerequisite Knowledge	Markets & Marketing		
Relevant Program Objectives	Knowledge and understanding, application of knowledge and understanding, ability to make judgments, communication skills, self-learning skills		
Contributions to Program Objectives	<p>Knowledge and Understanding (High)</p> <ul style="list-style-type: none"> Emphasize the importance of international marketing in international businesses and be able to identify opportunities in international markets <p>Application of Knowledge and Understanding (Medium)</p> <ul style="list-style-type: none"> Apply international marketing concepts and theories and be able to analyze the marketing environment in a foreign country and its influence on the marketing activities of the firm <p>Ability to Make Judgments (Medium)</p> <ul style="list-style-type: none"> Develop appropriate marketing strategies and plans for different international markets based on sound evidence <p>Communication Skills (High)</p> <ul style="list-style-type: none"> Develop communication skills by preparing a international marketing plan presentation <p>Self-Learning Skills (Medium)</p> <ul style="list-style-type: none"> Promote autonomous learning by accompanied and autonomous self-study. 		
Primary Module Aim	The aim of this module is to provide students with an understanding of the key dimensions of the international and global marketing environment from the perspective of a global marketing strategy. It should also provide learners with some analytical tools essential for choosing and making global market entry decisions; organizing and controlling global operations.		
Module Content	<ul style="list-style-type: none"> Global Marketing Environment Analyzing Global Marketing Opportunities - International Buyers Global Marketing Information System; Global Marketing Research. Global Marketing Strategies Global Marketing Programs - Product Decisions; Pricing Decisions; Distribution Decisions; Promotion Decisions. Global Marketing Organization and Control. 		
Competence-Oriented Learning Goals	<p>After completing this module, students are able to...</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ...explain the importance of international marketing in international businesses ...Identify opportunities in international markets <p>Application of Knowledge and Understanding</p> <ul style="list-style-type: none"> ... analyze the marketing environment in a foreign country at both micro and macro levels ...analyze and discuss global marketing issues 		

	<ul style="list-style-type: none"> ...apply international marketing theories and concepts and analyze the global marketing environment and its influence on the marketing activities of the firm <p>Ability to Make Judgments</p> <ul style="list-style-type: none"> ...develop appropriate marketing strategies and plans for different international markets based on sound evidence. <p>Communication Skills</p> <ul style="list-style-type: none"> ... present an international marketing plan <p>Self-Learning Skills</p> <ul style="list-style-type: none"> ...learn autonomously in accompanied and autonomous self-study 						
Links to Other Modules	The module has a link to the following / following module (s): <table style="width:100%; border:none;"> <tr> <td style="width:50%; border:none;">Module:</td> <td style="width:50%; border:none;">Content:</td> </tr> <tr> <td style="border:none;">Markets & Marketing</td> <td style="border:none;">Principles of marketing management, segmentation, buyer behavior, marketing research, marketing mix</td> </tr> </table>			Module:	Content:	Markets & Marketing	Principles of marketing management, segmentation, buyer behavior, marketing research, marketing mix
Module:	Content:						
Markets & Marketing	Principles of marketing management, segmentation, buyer behavior, marketing research, marketing mix						
Teaching Method(s)	<p>Classroom Instruction</p> <input type="checkbox"/> Lectures <input type="checkbox"/> Interactive instruction <input type="checkbox"/> Exercises <input type="checkbox"/> Discussion <input type="checkbox"/> Presentation <input type="checkbox"/> Group project <input type="checkbox"/> Case studies <input type="checkbox"/> Review of literature <input type="checkbox"/> Simulation(s) Others:	<p>Guided Self-Study</p> <input type="checkbox"/> Individual work <input type="checkbox"/> Working with a partner <input type="checkbox"/> Group work					
Classroom Attendance Requirement	100%						
Type of Instruction	<p>Classroom Instruction (1 x 45 min. lesson = 1 h workload)</p>	<p>Guided Self-Study (1 x 45 min. lesson = 1 h workload)</p>	<p>Autonomous Self-Study (1 x 45 min. lesson = 1 h workload)</p>				
Large Class	h	h					
Small Class	h	h					
Group Instruction	h	h					
Practical Work	h	h					
Seminar	h	h					
Total	h	h	h				
Performance Assessments	Type	Number	Length (min.)				
	<input type="checkbox"/> Written exam(s)		<input type="checkbox"/> Written exam(s)				
	<input type="checkbox"/> Oral exam(s)		<input type="checkbox"/> Oral exam(s)				
	<input type="checkbox"/> Talk/oral presentation(s)		<input type="checkbox"/> Talk/oral presentation(s)				
	<input type="checkbox"/> Paper(s)		<input type="checkbox"/> Paper(s)				
	<input type="checkbox"/> Others:		<input type="checkbox"/> Others:				
	Type	Weighting	Form				
	Written exam(s)		<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials <input type="checkbox"/> Closed book				
	Oral exam(s)						
	Talk/oral presentation(s)						
	Paper(s)						
	Others:						
	<p>Permitted Resources acc. to the guidelines on the use of examination aids/resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")</p> <input type="checkbox"/> Free choice of calculator <input type="checkbox"/> Calculator supplied by ZHAW <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify):						
Language of Instruction/Examination	<input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> French						
Teaching Materials	<input type="checkbox"/> Lecture slides <input type="checkbox"/> Script <input type="checkbox"/> Online resources <input type="checkbox"/> Others (please specify):						
Compulsory Reading	-						

Recommended Reading	-
Comments	Study Abroad Module