

2019.FS

Module Name: International Marketing	
Module Code	w.MA.XX.INTMA-M10.16HS
Module Description	This module builds on existing basic knowledge of key marketing concepts and frameworks. Its aim is to prepare students for the successful application of marketing and communication in an international environment and to help them understand the opportunities and challenges of a global marketing approach.
Program and Specialization	International Business
Legal Framework	Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016
Module Category	Module Type: Compulsory
ECTS	3
Organizational Unit	W International Management Institut
Module Coordinator	Albena Björck (bjoe)
Deputy Module Coordinator	Satschin Bansal (xbaa)
Prerequisite Knowledge	<ul style="list-style-type: none"> • General Management • Research Methodology • Marketing Foundations
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § Analysis of a real-life international business problem § Analysis of applicable research § Analysis of a real-life international business problem § Analysis of relevant research methodologies § Application of applicable management methodologies and frameworks § Situation analysis § Development of solutions to a specific, real-life problem § Development of written analysis (paper) § Presentation of solution § Significant groupwork § Assessment in groups (assignments) § Autonomous acquisition of knowledge relevant to the problem at hand § Time-Management § Inclusion of ethics and responsibility aspects in problem solution

Module Content	§ Review of the foundations of marketing § Marketing framework in an international environment § Global vs. local marketing: The influence of culture on marketing § Marketing planning: Structure and key steps of successful planning § Market research: Methodologies, holistic profiling, and cost-effective research § B2B vs. B2C marketing § Everyday usage of new media and social media § Crisis communication in an international context § Case Study: Digital health strategy for a leading global medical device company		
Links to other modules	The content of this module is linked to the following module: w.MA.XX.INTBP1-M15.16HS		
Methods of Instruction	§ Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	30 h	-	
Excercise	-	-	
Project Work	-	30 h	
Seminar	-	-	
Total	30 h	30 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	45	60,00%
Permitted Resources	No calculator		
Others			
Talk/oral presentation	Assessment	Length (min.)	Weighting
	Grade	20	40,00%
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	During lecturer interaction and group presentations.		
Language of Instruction/Examination	English		
Compulsory Reading	Peer-reviewed research and case studies as designated in module reader.		
Recommended Reading	-		
Comments	Recommended literature will be provided in advance. If your module grade is 4.0 and above, you have passed the module. If your module grade is 3.75 or 3.5, you will be asked to retake the exam; if you pass the retake exam, you will receive a module grade of 4.0. If you fail the retake exam, you will need to retake the module in the following year. If your module grade is 3.25 or below, you will have failed the module and will need to retake it in the following year.		