

## Elective course in the area **Management**

### **Strategic and International Marketing**

Teaching Load

3 hours per week

Kind of course

Elective in Master Programme

ECTS Credit Points

6 = 180 hours

Lecture:

- 45 hours = 15 x 3 SWS

Self-study:

- 135 hours
  - Mandatory
  - Elective reading
  - Preparation of presentations
  - Preparation and Presentation of Case Studies

Lecturer

Prof. Dr. Armin Herker

Course objective and Learning Outcomes

#### **Course Objectives:**

Knowledge and Understanding of Important Positions in the Strategic and International Marketing and Ability to Apply it in a Concrete Situation in a Company

#### **Learning Outcomes:**

- Understand how companies carry out marketing research studies
- Understand the hierarchy of marketing objectives
- Application of important analysing instruments in strategic marketing ((incl. international dimension)
- Learn how to develop a marketing strategy
- Understand the marketing planning process (incl. international dimension)
- Gain an understanding of different organizational possibilities for marketing organizations (incl. international dimension)
- Understand what is marketing controlling (incl. international

dimension)

- Gain an understanding of international consumer behavior
- Understand risk management
- Learn how to select markets
- Learn how to develop a market entrance strategy
- Learn key elements of international product policy, pricing and promotion
- Learn key elements of contracts in international business

Topics

## **1 Strategic Marketing**

1. Introduction and Overview
2. Marketing Research
3. Objectives of Marketing
4. Analysing Instruments in Strategic Marketing
5. Marketing Strategies
6. Marketing Planning
7. Marketing Organisation
8. Marketing Controlling

## **2 International Marketing**

1. Introduction
2. International Consumer Behavior
3. International Analysing Instruments and Market Research
4. Risk Management
5. Corporate Goals and International Marketing Strategy
6. Selection of Markets
7. Market Entrance Strategies
8. International Product Policy
9. International Promotion
10. International Pricing
11. Planning of International Marketing
12. Organizing of International Marketing
13. Controlling of International Marketing

	14. Contracts in International Business
Literature	<ul style="list-style-type: none"> <li>➤ Bradley, F.: International Marketing Strategy; Prentice Hall, Fourth Edition, 2002</li> <li>➤ Czingkoto, M. R.; Ronkainen, I. A.: International Marketing; Harcourt College Publisher, Sixth Edition, 2001</li> <li>➤ Doole, I., Lowe, R.: International Marketing Strategy; Thomson Learning, Third Edition, 2001</li> <li>➤ Terpstra, V., Sarathy, R.: International Marketing, The Dryden Press, Eighth Edition, 2002</li> <li>➤ Cravens D., Piercy N.: Strategic Marketing, McGraw Hill/Irwin, Eight Edition, 2006</li> </ul>
Teaching Methods	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Discussion</li> <li>• Writing summaries</li> <li>• Presentations</li> <li>• Case studies</li> </ul>
Grading	<ul style="list-style-type: none"> <li>➤ Interactive revision at the beginning of each course</li> <li>➤ Questions during the course</li> <li>➤ Preparation of presentations (Summary)</li> <li>➤ Case studies</li> <li>➤ Final exam</li> <li>➤ 20 % of the grade from Presentations, 80% from exam</li> </ul>
Language of Instruction	English