



Advanced International Marketing	
Course number	2505 (International Management)
Remarks	Blocked seminar during the lecture period.
Lecturer	Prof. Dr. Thomas Lauer
ECTS	6 (5 ECTS for mercuri students)
Number of semester hours	4
Type	Compulsory Module
Duration	1 Term
Prerequisites	None
Type of exam	2 working papers
Objectives	<p>By taking that course students will be enabled to:</p> <ul style="list-style-type: none"> • Understand the complexity of operational environment of International Business • Analyse the operational environment and make conclusions about operational marketing activities taking place in an international business environment • Create internationalisation strategies to guarantee long-term success in the chosen market / markets <p>Furthermore the didactical setting will enhance their abilities to:</p> <ul style="list-style-type: none"> • Work efficiently in teams • Give professional presentations • Analyse and observe situations and make conclusions from practical business cases
Content	<p>A selection of international marketing / business case studies will be analysed and discussed in the class. Areas which will be covered theoretically and through analysis of cases will be:</p> <ul style="list-style-type: none"> • International business environment • Adaptation of means of competition in international markets • Modes of business operation in international markets • Internationalisation strategies
International applicability	International marketing as a course is constructed to discuss all issues from an international perspective. In all aspects of the course practical arrangements are being developed to bring additional international elements to the class.
Bibliography	<p>Case studies (To be announced)</p> <p>Cateora, P; Graham, J.: International Marketing, Mc Graw, Hill / Irwin, (several editions work)</p>
Forms of instruction	<ul style="list-style-type: none"> • Lecture • Practice
Workload	<ul style="list-style-type: none"> • contact time 60h • self-study 120h • workload 180h
Language of instruction	English
Availability	Winter term