

**Module 32130**  
**International Marketing**  
**Courses A (32132) and B (32232)**

Title of module	International Marketing
No./ Code of module	32130 (32132 and 32232)
ECTS-Credits (based on the workload)	7 (4 + 3)
Emphasis of the grade for the final grade	7 ECTS out of a total of 60 ECTS
Person responsible for module	Prof. Dr. Stefan Jugel
Semester/ Trimester	Semester
Aim of module (expected learning outcomes and competencies to be acquired)	<p>To know the stages of the buying decision process and the tools for strategic marketing planning in the international environment. To understand the buying decision process. To enable future marketers to influence buyer behavior and to implement a strategic planning process.</p> <p>To know the techniques of positioning and differentiating the market offering. To understand its interaction with the product life cycle. To enable students to develop a global marketing strategy.</p>
Contents of the module	<p>Influencing buyer behavior. Stages of the buying decision process. Managing a company's businesses as an investment portfolio. Assessing each business's strength. Establishing a strategy. Solution of complex case studies from Harvard in the international context.</p> <p>Positioning and differentiation strategies and tools. Product life cycle marketing strategies. Stages in the market evolution. Operating in a global environment. The evolution of global marketing strategy. Solution of complex case studies from Harvard in the international context with special emphasis on emerging markets, too.</p>
Duration of the module	2 Semesters
Frequency of module offer	32132 Winter Semester 32232 Summer Semester
Prerequisites	Only Admission to Master Program

Methods of examination (also length of examination)	Written or Oral Exam or Research Paper
Applicability of module for other modules and study programmes	Strong Relationship with Courses in Cross Cultural Management and Innovation and Knowledge Management

## Course A (32132)

Code of Part Module	32132
Title of Part Module	Consumer Markets and Buyer Behaviour (Winning Markets Through Market-oriented Strategic Planning)
Semester oder Trimester	Winter Semester
Duration of Part Module	One Semester
Type of Course (Obligatory, elective, etc.)	Obligatory
Components of Course, if applicable	
Frequency of Offer of Part Module	Each Winter Semester in Alteration with Course B hold in Summer Semester
Entry Requirements	Successful Application for Master Program
Person Responsible for Module	Prof. Dr. Stefan Jugel
Name of Teaching Staff	Ph.D. Ralph G. Dürrmeier
Language of Instruction	English
Number of ECTS-Credits	4
Total Workload and its Composition (i.e. Teaching, Self Study, Preparation of Presentations)	120 hours (= 45 hours Teaching and Presentations, 45 hours Preparation of Cases and 30 hours Self Study Preparation for Exam)
SWS	3
Methods of Examination / Requirements for Grades	Written or Oral Exam or Research Paper
Weight of Part Module in Course Grade	4/7 = 57,14 %
Aim of Part Module (expected learning outcomes and competencies to be acquired)	To know the stages of the buying decision process and the tools for strategic marketing planning. To understand the buying decision process. To enable future marketers to influence buyer behavior and to implement a strategic planning process.
Contents of Part Module	Influencing buyer behavior. Stages of the buying decision process. Managing a company's businesses as an investment portfolio. Assessing each business's

	strength. Establishing a strategy. Solution of complex case studies from Harvard in the international context.
Teaching and learning methods	Lectures, Case Studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	30% Group Work to Prepare Case Studies
Recommended literature (Teaching and learning material)	Kotler, Philip: Marketing Management, 11 <sup>th</sup> Ed., Prentice Hall 2003 Porter, Michael E.: Competitive Strategy, Free Press 2004    Buzell, R.D./Quelch, J.A./Bartlett, Ch.A.: Global Marketing Management, 3rd Ed., Addison-Wesley 1995 Lambin, J.-J. (1996): Strategic Marketing Management, McGraw-Hills

## Course B (32232)

Code of Part Module	32232
Title of Part Module	Global Marketing Strategies (The Product Life Cycle and Developing a Global Marketing Strategy)
Semester or Trimester	Summer Semester
Duration of Part Module	One Semester
Type of Course (Obligatory, elective, etc.)	Obligatory
Components of Course, if applicable	
Frequency of Offer of Part Module	Each Summer Semester in Alteration with Course A held in Winter Semester
Entry Requirements	Successful Application for Master Program
Person Responsible for Module	Prof. Dr. Stefan Jugel
Name of Teaching Staff	Ph.D. Ralph G. Dürrmeier
Language of Instruction	English
Number of ECTS-Credits	3
Total Workload and its Composition (i.e. Teaching, Self Study, Preparation of Presentations)	90 hours (= 30 hours Teaching and Presentations, 30 hours Preparation of Cases and 30 hours Self Study Preparation for Exam)
SWS	2
Methods of Examination / Requirements for Grades	Written or Oral Exam or Research Paper
Weight of Part Module in Course Grade	3/7 = 42,86 %
Aim of Part Module (expected learning outcomes and competencies to be acquired)	To know the techniques of positioning and differentiating the market offering. To understand its interaction with the product life cycle. To enable students to develop a global marketing strategy.
Contents of Part Module	Positioning and differentiation strategies and tools. Product life cycle marketing strategies. Stages in the market evolution. Operating in

	a global environment. The evolution of global marketing strategy. Solution of complex case studies from Harvard in the international context with special emphasis on emerging markets, too.
Teaching and learning methods	Lectures, Case Studies
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	30% Group Work to Prepare Case Studies
Recommended literature (Teaching and learning material)	Kotler, Philip: Marketing Management, 11 <sup>th</sup> Ed., Prentice Hall 2003 Porter, Michael E.: Competitive Advantage, Free Press 2004 Buzell, R.D./Quelch, J.A./Bartlett, Ch.A.: Global Marketing Management, 3rd Ed., Addison-Wesley 1995 Lambin, J.-J. (1996): Strategic Marketing Management, McGraw-Hills