

Valid for 2023.HS

Module Name: International Marketing	
Module Code	w.MA.XX.INTMA.20HS
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 Institute
Module Coordinator	Albena Björck (bjoe)
Deputy Module Coordinator	-
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 marketing problem § Application of marketing research methodologies and academic frameworks § Situation analysis § Development of a solution to a real-life international marketing problem § Oral presentation of solution § Significant groupwork and collaboration § Autonomous acquisition and application of knowledge § Consideration of ethics and responsibility aspects in problem solution
Module Content	§ Marketing framework in an international environment § Global vs. local customer behavior: The influence of culture and context § An international marketing plan as part of international business development: Structure and key steps § Global, local, and glocal brands: Strategies and implementation § International marketing implementation § Crisis communication in an international context § International marketing trends and developments § Human-centered design and international marketing § New technologies and international marketing

Links to other modules	The content of this module is linked to the following modules:		
	w.MA.XX.INTBP1-M15.16HS		
	w.MA.XX.INTBP2-M16.16HS		
	w.MA.XX.INTIN-M8.16HS		
Methods of Instruction	§	Lecture	Social Settings Used: § Individual Work § Pair Work § Group Work
	§	Interactive Instruction	
	§	Application Tasks	
	§	Case Studies	
	§	Exercises	
	§	Problem-Oriented Teaching	
	§	Project Work	
	§	Explorative Learning	
	§	Literature Review	
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	30 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	60,00 %
Talk/oral presentation	Grade	20	40,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 80%		
	For lectures and group presentations.		
Language of Instruction/Examination	English		
Compulsory Reading	"International Marketing" reader		
Recommended Reading	Sources recommended on Moodle and in lecturer's slides.		
Comments	The recommended literature will be provided in advance. If your module grade is 4.0 and above, you will 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.		