

Kurs: Designing The Global Marketing Programme

Dozent(in)	Dr. Stephen Hahn
Teilnahmevoraussetzungen	Formal:
	Inhaltlich:
Prüfungsleistung	ELN - Studienarbeit (70 %) und Präsentation (30 %);
Prüfungsvorleistung	Anwesenheitspflicht
Bewertung der Prüfungsleistung	endnotenbildend
Bestehenserheblich	ja
Qualification objectives/ Learning outcomes	<p>The course will enable the students to design a global marketing mix.</p> <ul style="list-style-type: none"> • Standardization or adaptation of products • International service strategies • PLC • Branding • Factors influencing international pricing • Managing and controlling distribution channels • Internationalization of retailing • Grey markets • The communication process • Communication tools
Contents	<p>Traditional marketing mix:</p> <ul style="list-style-type: none"> • Product and pricing decisions. • Distribution and communication decisions. • Case studies. <p>We will spend time at the beginning of a class session with a presentation based on the theory. After this initial exploration, I will turn to an case study as an exercise for gaining a deeper understanding.</p>
Medien	Tafel, Beamer mit Laptop, Pinnwand, Flipchart
Literatur	<p>Hollensen, Svend (2014), Global Marketing, Pearson</p> <p>Usunier, Jean-Claude (2013), Marketing Across Cultures, Prentice Hall</p>