

Course: Designing the Global Marketing Programme

Lecturer	Dr. Stephen Hahn
Preconditions for participation	Formal:
	Contentwise: none
Examination requirements	ELN - Studienarbeit (70 %) und Präsentation (30 %);
Pre-examination requirements	Anwesenheitspflicht
Importance of examination	Affecting final grade
Modultyp	Fachbezogenes Wahlpflichtmodul
Verwendung des Moduls	Betriebswirtschaft, Internationale Betriebswirtschaft
Necessity to pass	yes
Learning outcomes/ Competences	<p>After attending this class, students understand the main issues of the global marketing mix: international product and price strategies, sales and communication decisions.</p> <p><u>Knowledge and understanding:</u></p> <p>Students gain insight into the assumptions, possibilities and limitations of relevant marketing strategies and theoretical models. By working on different case studies, watching videos of international marketing context students learn to apply the relevant issues by designing the global marketing programme.</p> <p><u>Abilities/Transfer:</u></p> <p>Students get the ability to evaluate the usefulness of some specific global marketing practice. They are able to instil a critical, analytical, flexible and creative mindset.</p> <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	Traditional marketing mix: <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>
Media	Tafel, Beamer mit Laptop, Pinnwand, Flipchart
Literature	Hollensen, Svend (2014), Global Marketing, Pearson Usunier, Jean-Claude (2013), Marketing Across Cultures, Prentice Hall