

**Module title: Global Marketing Management - Elective A, Option 1b-**

<b>Module summary</b>
Module code: <b>TCMM161O1b</b>
Module coordinator: <b>Prof. Dr. Seiter</b>
Credits (ECTS): <b>2,5 credits</b>
Semester: <b>First year</b>
Pre-requisites with regard to content: <b>Relevant prerequisites of immatriculation</b>
Pre-requisites according to the examination regulations: <i>Please insert the requirements for the module specified in the examination regulations.</i>
Competencies: <i>The participants of the course will be able to identify international marketing opportunities and gain the ability to develop appropriate strategies to put them into action. They will learn that marketing roles exist in diverse organizations ranging from small and medium enterprises to global corporations, government or non-governmental organizations and they will be able to evaluate and make decisions by adopting a strategic management framework that provides an examination of key management decisions. The implications for developing and executing successful global marketing programs are discussed, enabling the participants to understand the impact of decisions on marketing efforts worldwide. The course has a clear decision making focus by adapting the models and theories discussed throughout the lectures to real live business problems in very unstructured and complex international situations and the participants will learn to analyze and deal with the associated risks and opportunities identified.</i>
Assessment: <b>Term paper/Project/Written exam</b>

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Lecturer: <b>Prof. Dr. Seiter</b>
Contact hours: <b>2</b>
Semester of delivery: <b>Winter term</b>
Type/mode: <b>Lecture / Elective</b>
Language of instruction: <b>English</b>
Content: -Globalization has become a major socioeconomic force and topic of debate in the twenty-first century. The course examines the forces that are driving this phenomenon, as well as the criticisms of the process, both from a macro-and microeconomic as well as a business perspective. First, the seminar provides reasoning for the existence of international market sand a conceptual foundation for the exploration of the international trade process. It explores patterns of trade in light of the theories of country size, factor proportions, and country similarity. It also considers the role of distance and discusses factor mobility and its relationship to the international trade process. Protectionism and the development and goals of the World Trade Organization are discussed focusing on their influence on the

marketing decision making process.

Second, the course reviews the objectives that firms pursue when they engage in international business activities. The country evaluation and selection process determines the geographical opportunities firms choose to pursue. The course describes the various modes of entry that may be used. It goes on to examine the process by describing the choice and weighting of variables used for opportunity and risk analysis (e.g. the BERI model, shift share models, country rating models, Herfindahl index) as well as the inherent problems associated with data collection and analysis. Next concepts for country comparison purposes are introduced and resource allocation possibilities (e.g. response modelling) are discussed. The cultural and legal foundations of ethical behavior are examined.

Third, the course examines the ways in which marketing managers analyze country market potential in order to develop effective international marketing mix strategies. The course reviews the adaptation vs. standardization debate and also considers the rationale for selecting nationally responsive vs. globally integrated marketing strategies. The seminar discusses each of the marketing mix variables from an international perspective and concludes with an introduction about international e-commerce.

Chapter 1.: Introduction to International Markets, International Trade Models, Case.

Chapter 2.: Global Marketing Management Processes and Models (e.g. Keegan adaptation strategies, EPRG model), Case.

Chapter 3.: The Scope and Challenge of International Marketing ,Global Awareness and Self-Reference Criterion Theory, Developing Global Marketing Strategies, Case.

Chapter 4.: International Market Selection Models, Opportunity and Risk Assessment Models (e.g. the BERI model, shift share models, country rating models), Global Resource Allocation Models (e.g. workload models, response modeling, Herfindahl index), Case.

Chapter 5.: The International Marketing Mix, Discussion Standardization vs. Adaption, Pricing Models for International Markets, Theory and Models for Products and Services for Industrial Markets and Consumers, The Global Advertising and Promotion Effort, International Channel Management, Global E-commerce and the Influence of Social Networks, Case.

Recommended reading:

Keegan, Green, Global Marketing, 7/e, Prentice Hall, 2012

Cateora, Ghauri, International Marketing 4/e, McGraw-Hill, 2014

Kotabe, Helsen, Global Marketing Management 6/e, John Wiley & Sons, 2014

Hollendsen, Global Marketing 6/e, Prentice Hall, 2013

Quelch, Global Marketing Management, Addison Wesley, 1998

Comments:

*Please insert further comments.*