

Internationalization and globalization have inexorably netted national economies, business relations and marketing activities on a global stage. Hence, a mere national marketing unquestionably needs to be replaced by more international or even global marketing perspectives. In order to meet these challenges the international marketing management needs to adapt much stronger to foreign market environments and their partially complete different cultural settings. Amongst others this means the application of geographically and culturally specific methods of planning, organization, decision-making and guidance; too, as sometimes a serious lack of knowledge about local working restriction, consumer habits, terms of production or infrastructure would hamper effective market entrance severely.

Therefore the course will involve the impartment of:

- basic knowledge of international marketing theory
- knowledge of global determinants of international marketing
- knowledge of specific challenges of global marketing
- sensitivity concerning the intercultural dynamics of marketing
- competency in the field of intercultural economic communication
- exemplary practice in the field of strategic marketing planning.

Based on introductory lectures, case studies and practical projects the course will introduce into different aspects of

- international marketing environment
- legal framework and conditions
- socio-political risk factors
- product policy and branding
- product standardisation and differentiation
- policies of contracts and pricing
- segmentation of international markets
- market choice and market entrance
- sales promotion and public relation.