

<b>Modul-Nr./ Module-Code</b>	<b>BMSIB6000</b>
<b>Modulbezeichnung / Module title</b>	<b>Applied International Marketing</b>
Semester or Trimester	5 <sup>th</sup>
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is designed to provide students with a sound foundation in the field of international marketing which shall serve as a basis for further business studies.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge &amp; Understanding:</u> The module is designed to provide students with the necessary knowledge and skills in the field of international marketing to understand the international environment thoroughly and work effectively in it. Particular attention is paid to the practice of international marketing in the states of the Baltic sea area.</p> <p><u>Applying knowledge &amp; understanding</u> Lectures, case studies, class discussions, projects</p> <p><u>Making judgements</u></p>

	<p>Students are encouraged to devise and sustain arguments about international marketing issues.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	<p>Creating and implementing a marketing plan – consumer analysis – market analysis – competition analysis – market access and distribution – development of the marketing mix – evaluation of the economics</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	<p>Lectures, case studies, class discussions, project work</p>
Besonderes / Special Features	<p>-</p>
Literatur / Literature	<p>Hollensen, S., Global marketing – a market-responsive approach, Prentice-Hall Europe, London. Keegan, W.J., Global marketing management, Prentice-Hall, Upper Saddle River, NJ. Kotler, Ph., Armstrong, G., Saunders, J., Wong, V., Principles of marketing: the European edition, Prentice Hall, London. de Mooij, M., Global marketing and advertising – understanding cultural paradoxes, Sage Publications, London. Simon, H., Hidden champions: lessons from 500 of the world’s best unknown companies, HBS Press, Boston, MA.</p>