<table>
<thead>
<tr>
<th>Modul-Nr./ Code</th>
<th>BMSIB6400</th>
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</thead>
<tbody>
<tr>
<td>Modulbezeichnung / Module title</td>
<td>International Market Access Approaches (Markets and Communication)</td>
</tr>
<tr>
<td>Semester or Trimester</td>
<td>5th</td>
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<tr>
<td>Dauer des Moduls / Duration of the Module</td>
<td>1 Semester</td>
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<tr>
<td>Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)</td>
<td>Major (Elective)</td>
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<tr>
<td>Ggf. Lehrveranstaltungen des Moduls / If applicable: Submodules</td>
<td>-</td>
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<tr>
<td>Häufigkeit des Angebots des Moduls / The module is offered …</td>
<td>Annually (winter semester)</td>
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<tr>
<td>Zugangsvoraussetzungen / Prerequisites for attending</td>
<td>Recommendable: Successful completion of BMS foundation courses</td>
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Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses

This module provides students with an understanding of the complexity and dynamics of accessing and developing international markets for products and services. Both the strategic approach as well as the necessary tools could be transferred to all international market development programs, irrespective of the country of origin of country of destination.

Modulverantwortliche/r / Lecturer in charge

Prof. Dr. Björn P. Jacobsen

Name der/des Hochschullehrer/s / Name of the lecturer

Prof. Dr. Björn P. Jacobsen

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

Written Examination (1,5 hour) with Application practice (30 hours)

Gewichtung der Note in der Gesamtnote / Weight in final grade

4 %

Qualifikationsziele des Moduls / Learning outcomes of the Module

Knowledge & Understanding
Students understand why and how to develop international markets. They are aware of the different market entry modes, required market access data as well as the opportunities and threats associated with the internationalization strategy. They gain an in-depth knowledge about the focus markets in Scandinavia, the Baltic States and Russia.

Applying Knowledge & Understanding
The students will be required to conduct a market research project as a pre-condition to develop a marketing plan for a FMCG manufacturer entering one of the focus markets in Scandinavia, the Baltic States and Russia.

**Making judgments**
Students will be able to identify and analyse the potential of international markets from a company perspective. By evaluating the opportunities and threats they will be encouraged to make well judged decision for a market entry strategy. The competence is gained through project work.

**Communication**
Results of group work are presented in oral and written form. The students get prepared to answer relevant questions related to their case.

**Learning skills**
This module enables students to successfully run an international market development project.

### Inhalte des Moduls / Syllabus

|---|---|---|---|---|---|---|

### Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module
- Lecture – Seminar Form; Group work; Presentation

### Besonderes / Special Features
- 

### Literatur / Literature
- Compulsory Literature
Materials distributed with lecture notes.

**Recommended Literature**


All titles in the current edition. For updated bibliographies, see the course syllabus.