

Modul-Nr./ Module Code	BMSB3100
Modulbezeichnung / Module title	Principles of International Marketing
Semester / Trimester	4 th
Dauer des Moduls / Duration of the module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is a prerequisite for the course 'Applied International Marketing'. 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-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours 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	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & 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 & understanding</u> Lectures, case studies, class discussions</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>
<p>Inhalte des Moduls / Syllabus</p>	<p>Conceptual Overview – The International Marketing Environment – Market Research and Market Selection – Market Access Modes - Strategy – The Market - Strategy – The Competition – The International Marketing Mix – Managing and Controlling International Marketing Operations – Current Trends</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>Lectures, case studies, class discussions, project work</p>
<p>Besonderes / Special features</p>	<p>-</p>
<p>Literatur / Literature</p>	<p>Hollensen, S. Global marketing – a market-responsive approach, Prentice-Hall Europe, London.</p> <p>Keegan, W.J., Global marketing management, Prentice-Hall, Upper Saddle River, NJ.</p> <p>Kotler, Ph., Armstrong, G., Saunders, J., Wong, V., Principles of marketing: the European edition, Prentice Hall, London.</p> <p>Noack, A., Business Essentials, Oldenbourg Verlag.</p> <p>Albaum, Gerald, Strandkov, J., Duerr, E., Dowd, L., International marketing and export management, Addison Wesley, Reading.</p> <p>de Mooij, M. Global marketing and advertising – understanding cultural paradoxes, Sage Publications, London.</p>