

Georg-August-Universität Göttingen		6 C 2 WLH
Module B.WIWI-BWL.0087: International Marketing		
Learning outcome, core skills: After successful attendance the students understand the foundations of international marketing as well as the diverse environments of global markets. They are able to explain and the central elements of the international decision-making process, such as country and entry mode selection. Moreover, they are able to analyze and compare the attractiveness of different countries and recommend tailored marketing program strategies.		Workload: Attendance time: 28 h Self-study time: 152 h
Course: B.WIWI-BWL.0087.Lec International Marketing (Lecture) <i>Contents:</i> <ul style="list-style-type: none"> • Introduction to international marketing • Social and cultural environments • Political, legal, and regulatory environments • Assessing global marketing opportunities • International marketing strategy (country selection, entry-modes, international marketing mix) • Branding across cultures <p>The course conveys theoretical knowledge which is enriched by case studies. Specific contents are international trade developments, culture and values (incl. approaches by Hofstede, Inglehart, & Schwartz), political risk assessment, legal environments, international marketing research, competitive analysis and strategy (incl. Porter's Five Forces), emerging markets, entry strategy (incl. Uppsala model vs. born global approach), country selection, market entry modes, international marketing mix, and the country-of-origin effect.</p>		2 WLH
Examination: Written examination (90 minutes) B.WIWI-BWL.0087.Mp: International Marketing		6 C
Examination requirements: The written exam assesses students' understanding of the course content as well as their ability to apply their knowledge to case studies.		
Examples: <ul style="list-style-type: none"> • Comparing different approaches of cultural difference assessment • Assessing a country's competitive environment • Recommending entry modes for different countries 		
Admission requirements: none	Recommended previous knowledge: none	
Language: English	Person responsible for module: Prof. Dr. Yasemin Boztug	
Course frequency: each winter semester	Duration: 1 semester[s]	

Number of repeat examinations permitted: twice	Recommended semester: 3 - 6
Maximum number of students: not limited	