

| Marketing Management in a Global Market | | | | | |
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| Number | Workload | Credits | Semester | When offered | Duration |
| IMA 1.2 | 150 hrs | 5 ECTS | 1st | Winter/summer semesters | 1 semester |
| 1 | Coursework (hrs/week) a) Seminars: 3 b) Exercises: 1 | Contact hours 4 hrs/week = 72 hrs | | Self-study 78 hrs | Language English (German) |
| 2 | Learning outcomes Students will be able to make prudent management decisions on the basis of specific marketing management processes in an international context. Besides being able to identify and evaluate the particulars of worldwide markets, they will also be proficient in assessing the interdependent effects and relationships between marketing management and the other functional areas within a corporate group. Students will be able to distinguish and categorize important intercultural and sociopolitical factors and take these into account appropriately when making tactical, strategic and operational marketing and business decisions. | | | | |
| 3 | Course content <ul style="list-style-type: none"> – The marketing management process in a global context (analysis of the present/actual situation, setting priorities, developing the strategy, formulating the marketing mix, implementation, and controls) – Principles of marketing programs employed in globalized markets (“think global – act local”) – Market research and consumer behavior on international markets, worldwide marketing strategies, and the unique characteristics of the marketing mix and tools in a global economy – Case studies addressing the many ways marketing tools are employed on international markets and about incorporating marketing management within the framework of a holistic management design | | | | |
| 4 | Teaching methods Seminar-like instruction, exercises, presentations, group discussions, and case studies | | | | |
| 5 | Course prerequisites Formal: None Recommended: None | | | | |
| 6 | Type of examination Written | | | | |
| 7 | Requirements for the award of credit hours Passing grade on module examination | | | | |
| 8 | Course share of final grade: 5 / 90 (≅ 5.56%) | | | | |