

1st Major Course: Marketing**Market Research and Strategies for Markets Abroad**

Number IBW 4.1.4	Workload 150 hrs	Credits 5 ECTS	Semester 4th	When offered Winter/summer semesters	Duration 1 semester
1	Coursework (hrs/week) a) Seminars: 3 b) Exercises: 1	Contact hours 4 hrs/week = 72 hrs	Self-study 78 hrs	Language German/English	
2	Learning outcomes Students will be able to plan, implement and manage efficient and effective marketing activities in a global environment. They will demonstrate a clear command of the prevailing methods and techniques of primary and secondary research and be able to recognize the importance and influence that segmentation and positioning have for the strategic alignment of international businesses. Students will also be proficient in identifying and evaluating the many specifics and essentials of worldwide markets. They will also possess the team skills required to work in a group in order to analyze case studies and present their findings in the English language.				
3	Course content <ul style="list-style-type: none">– The theoretical foundations of international marketing concepts– Today's marketing environment– The economic and financial environment– The cultural and social environment– The political and legal environment– Global market research– International marketing strategies				
4	Teaching methods Interactive seminar-like instruction and exercises (reading and analyzing articles from trade journals and working through case studies)				
5	Course prerequisites Formal: None Recommended: Module IBW 3.4 (Marketing Management)				
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 / 175 (= 2.86%)				