1st Major Course: Marketing

Market Research and Strategies for Markets Abroad

<table>
<thead>
<tr>
<th>Number</th>
<th>Workload</th>
<th>Credits</th>
<th>Semester</th>
<th>When offered</th>
<th>Duration</th>
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<tbody>
<tr>
<td>IBW 4.1.4</td>
<td>150 hrs</td>
<td>5 ECTS</td>
<td>4th</td>
<td>Winter/summer semesters</td>
<td>1 semester</td>
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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
   - 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%)