



## INTERNATIONAL MARKETING MANAGEMENT 1 (IMM 1) 040517 – 4 ECTS SS 2022

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ss-2022/>

### Instructor

Dr. Ilona Szócs

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Office Hours: on appointment

### Course Objectives

The course seeks to provide an overview of key concepts and analytical techniques of international marketing and illustrate its role in the global economy. Being designed for students with prior knowledge of marketing principles, the course also highlights some research contributions in international marketing.

### Prerequisites

Erasmus students must have successfully completed a basic/introductory marketing course at their home university. To be able to attend the course they must hand in a relevant transcript/certificate at the Secretary's office (Ms. Martina Roth, [martina.roth@univie.ac.at](mailto:martina.roth@univie.ac.at)) by **March 6, 2022** at the latest.

### Course Policies

Both the course and the exam will be held in English. As the course has "prüfungsimmanenten Charakter", *attendance is compulsory* throughout the semester (see also Admission Policies on our homepage); more than *three* absences will automatically result in a "failed" grade.

Students wishing to take this course *must register via u:space* (with points) during the registration period. By registering for this course you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams etc.). Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is **March 6, 2022**.

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*It is absolutely essential that all registered students attend the first session on **March 1st 2022** (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage for any changes in dates/times.*

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## Teaching Method

The course involves a combination of formal lectures and workshop sessions. Most sessions will include a short case study and/or discussions based on the academic articles; students will be expected to be prepared to discuss them in class. *This is an integral part of the course and the material covered is examinable.*

In case, due to COVID, the course cannot take place on location, it will be offered online during the same dates/times. In this case, students are expected to have their cameras on during all sessions.

## Schedule

Sessions will be held on **Tuesdays, 09:45-11:15 on site (HS 8, OMP1)**, unless otherwise indicated.

Session	Topic	Chapters	Date
1	Introduction		March 1
2	Internationalization Decisions	1-2	March 8
3	Global Marketing Research (Guest Lecture)	5	March 15, digital
4	Internationalization Theories	3	March 22
5	Firms' International Competitiveness	4	March 29
6	International Market Analysis I.	6	April 5, HS 6
7	Born Globals (Guest Lecture)	3	April 26
8	International Market Analysis II.	7	May 3
9	International Market Selection	8	May 10
10-11	Presentation Block I. (9:45 - 12:45, HS 16)	<i>Presence on both days is required!</i>	June 1
12-13	Presentation Block II. (8:30 - 11:30, HS 17)		June 3
<b>Final Exam: June 14, 11:30, HS 1 (OMP 1)</b>			

## Assessment

Performance in the course will be assessed as follows:

- Team Assignment 35%
- Quiz: 20%
- Final Exam 45%

**Assignment:** The group project will involve the preparation and presentation of a Country Market Report for a particular product/service in a particular country. The same grade will be awarded to all students belonging to the same group. Detailed instructions will be provided in the course.

**Quiz:** The quiz is a single-choice test which will take place during one of the sessions. It will be based on any part of the course covered by that day. More details will be provided in class.

**Final Exam:** The exam will be based on the textbook, additional readings and material covered in the lectures (including case studies and journal articles). The final exam takes 45 minutes and comprises single-choice questions.

**Course Grading:** In total, a minimum of 50 percent needs to be attained to pass the course. The grading system looks as follows: 0 to 49% - grade 5; 50 to 59% - grade 4; 60 to 69% - grade 3; 70 to 79% - grade 2; 80 to 100% - grade 1. Students who fail must repeat the course. *No alternative formats of assessment or make-ups will be offered.*

## Literature

**Textbook:** The required textbook for the course is: Hollensen S. (2020): Global Marketing, 8<sup>th</sup> edition, Prentice Hall. Using earlier is also possible, however, please check for any differences in chapter numbers and case studies.

**Reading List:** A list of selected **additional readings**, which are all examinable (!), will be provided on Moodle.

*Reading is an essential part of the course which, for maximum benefit, should be done prior to attending the relevant session.*