



INTERNATIONAL MARKETING MANAGEMENT 2 (IMM 2) 040104/1 – 4 ECTS SS 2022

Course Website: <http://international-marketing.univie.ac.at/teaching/master-bwibw/courses-ss-22/>

Instructor

Dr. Ilona Szócs

Email: ilona.szoecs@univie.ac.at

Tel.: +43 1 4277 38039

Office Hours: on appointment (Room: 5.618)

Course Objectives

The course seeks to develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. It covers strategic and managerial topics and issues related to international marketing such as market entry strategies, product strategies, communication strategies, etc.

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 by March 6, 2022.

Course Policies

Both the course and the exam will be held in English. Although the course is held in English, sound knowledge of German is necessary for the relevant project work. 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. The maximum number of participants is 50. By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, etc.).

Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which this course can be dropped is March 14 2022.

It is absolutely essential that all registered students attend the first session on March 2, 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 or locations.

Teaching Method

The course involves a combination of formal lectures and workshop sessions, placing particular emphasis on student participation.

To develop interpersonal, negotiation and communication skills, students are expected to work in teams consisting of 5-6 students on a given Group Project (see section on Assessment below).

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 **Wednesdays, 11:30-13:00**, on site (**HS 12, OMP1**), unless otherwise indicated.

Session	Topic	Reading	Date/Room
1	Introduction		March 2
2	Market Entry Strategies I.	Chapters 9 & 10	March 9
3	Market Entry Strategies II.	Chapters 11 & 12	March 16
4	International Product & Distribution Strategies	Chapter 14 & 16	March 23
5+6	International Pricing Strategies (Pricing Jigsaw & Test), 11:30 - 14:30 11:30-13:00, HS 12, HS 16, SR 14, 13:15-14:30, HS 16, HS 14	Chapter 15	April 6
7	International Promotion Strategies	Chapter 17	April 27
8	International Launching Strategies – Lessons Learned from an Austrian Start-Up in the USA (Guest Lecture)	---	May 4
9	Cross-Cultural Sales Negotiations	Chapter 18	May 11
10-11	Block for Group Presentations I. (9:45-12:45, HS 15)	<i>Presence on both days is required!</i>	June 8
12-13	Block for Group Presentations II. (9:45-12:45, HS 15)		June 10
Final Exam: June 22, 11:30, HS 6, OMP1			

Assessment

Performance in the course will be assessed as follows:

- Group Project 35% (group assessment)
- Pricing Test 20% (individual assessment)
- Final Exam 45% (individual assessment)

The Group Project comprises the preparation *and* presentation of a Global Strategy Report for a given organization (further details will be given in the Introduction/Vorbesprechung session); the *same* grade will be awarded to all students belonging to the same group.

The Pricing Test will cover Chapter 15 and will comprise a single-choice test. The completion of the test will take 15 minutes (further details will be given in the lectures in due time).

The final exam takes 60 minutes and comprises essay questions. The exam will be based on the textbook, additional readings, and material covered in the lectures.

A minimum of 50 percent needs to be attained overall to pass the course. The grading system is 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 the course must repeat the *entire* course (and are required to formally register again for the course at the time the new course is offered). **No alternative formats of assessment or make-ups will be offered.**

Literature

Textbook: The required textbook for the course is: Svend Hollensen (2020): Global Marketing, 8th Edition, Pearson. Using earlier editions is also possible, however, please check for any differences in chapter numbers and case studies.

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