



## TOPICS IN INTERNATIONAL MARKETING

### 040419/1 – 4 ECTS

### SS 2022

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

#### Instructors

**Univ.-Prof. DDr. Adamantios Diamantopoulos**

Office Hours: by appointment

For *all* inquiries, please contact initially Ms. Martina Roth (Sekretariat, Lehrstuhl für Internationales Marketing), Tel. +43 1 4277-38032, Email: [martina.roth@univie.ac.at](mailto:martina.roth@univie.ac.at). *All appointments should be booked with Ms. Roth.*

**Dr. Maria Gabriela Montanari**

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#### Course Objectives

The course seeks to address advanced issues in academic research in the field of international marketing. More specifically, the course focuses on topics related to consumer traits and dispositions, in particular consumer xenocentrism. A group project provides students with the opportunity to apply theoretical knowledge to a real-life market context.

#### Prerequisites

This course is only offered for Master students. Students taking this course *must* have already successfully completed the *Data Analysis for Marketing Decisions (DAMD)* course.

Erasmus Students must have successfully completed at least one international marketing course at their home university. To be able to attend the course, they must hand in a relevant transcript/certificate by March 6<sup>th</sup>, 2022.

#### Course Policies

Both the course and the exam will be held in English. However, sound knowledge of German is required for successfully carrying out the group project.

Students wishing to take this course *must register via u:space* 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 by 14<sup>th</sup> March 2022, the latest. Students who drop the course without meeting this deadline will be graded with 5 (failed).

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

*It is absolutely essential that all registered students attend the first session on 3<sup>rd</sup> March 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, group presentations and discussions, placing particular emphasis on class interaction. All students must actively participate and contribute to the sessions. Therefore, they are strongly encouraged to study the material listed in the reading list below beforehand.

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

Lectures will be held on **Thursdays, 09:45 - 11:15 SR-14**, unless otherwise stated. The final exam will be held in class.

Session	Date	Topic
1	03.03.	Introduction and project details
2	10.03.	Consumer characteristics in international marketing
3	17.03.	Consumer xenocentrism I: conceptual background
4	31.03.	Presentations I
5	07.04.	Consumer xenocentrism II: measurement issues
6	28.04.	Presentations II
7	05.05.	Final questionnaire and guidelines for data collection
8	02.06.	Group coaching (sign-up required)
9-10*	09.06.	Presentations III
11	27.06-	<b>Final Exam (09:45, HS 3, OMP1)</b>

\*double-session (9:45-13:00, HS 17)

## Assessment

Performance in the course will be assessed as follows:

- Group project 45%
- Final exam 45%
- Class participation 10%

The group project will be tackled in groups of 4-5 students and will involve group presentations and the preparation and presentation of a Market Research Report (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 final exam will be based on the material covered in the lectures and the literature provided.

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 entire course (and must register in the usual way next time the course is offered). *No opportunities for make-ups will be offered.*

## Literature

Bartsch, F., Riefler, P., & Diamantopoulos, A. (2016). A taxonomy and review of positive consumer dispositions toward foreign countries and globalization. *Journal of International Marketing*, 24(1), 82-110. doi: 10.1509/jim.15.0021

Cleveland, M., & McCutcheon, G. (2022). Antiglobalscapes: A cross-national investigation of the nature and precursors of consumers' apprehensions towards globalization. *Journal of Business Research*, 138, 170-184. doi: 10.1016/j.jbusres.2021.09.011

Papadopoulos, N., Cleveland, M., Bartikowski, B., & Yaprak, A. (2018). Of countries, places and product/brand place associations: An inventory of dispositions and issues relating to place image and its effects. *Journal of Product & Brand Management*, 27(7), 735-753. doi: 10.1108/JPBM-09-2018-2035

Salomão, M. T., Moraes, S. G., Rocha, M. B. P. da, & Strehlau, V. I. (2020). Consumer dispositions in multicultural contexts: A framework proposition. *Revista Brasileira de marketing*, 19(3), 683-704. doi: 10.5585/remark.v19i3.15410

**Note that additional literature will be provided at the appropriate sessions and will be placed in Moodle.**