



## KU Special Topics in Marketing: International Marketing Management 1 | 2023S

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Information about the course

### Course details

4.00 ECTS | attendance mandatory | Course format: offline (on site) | max. 50 participants | Language: English

[Course 040517-1](#)

**Course instructor:** [Dr. Ilona Szócs](#)  
**Contact:** [ilona.szoecs@univie.ac.at](mailto:ilona.szoecs@univie.ac.at)

### Target audience

This course is aimed in particular at students of the Master's degree in Business Administration who have chosen "Marketing & International Marketing" as a major or minor and at students of the Master's degree in International Business Administration who have chosen "Marketing & International Marketing" in the in-depth phase.

This course is also open to students from other programs as well as guest students who are aiming for a specialization in marketing and who meet the study requirements.

### Objectives & Content

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. Launtina Ibraimi, [launtina.ibraimi@univie.ac.at](mailto:launtina.ibraimi@univie.ac.at)) by **March 10, 2023** 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 17, 2023**.

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*It is absolutely essential that all registered students attend the first session on **March 7, 2023** (Introduction/Vorbereitung) 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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## Course structure

The course involves a combination of formal lectures, guest lectures, and workshop sessions. Most sessions will include a short case study and/or discussions based on the assigned chapters and 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.*

## Assessment

Performance in the course will be assessed as follows:

- **Team Assignment/Presentation: 35%**
- **Midterm Exam: 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.

**Midterm Exam:** The Midterm Exam is a multiple-choice test which will take place on April 18. It will be based on the course material 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 multiple-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.*

## Dates & content

Sessions will be held on **Tuesdays, 11:30-13:00** on site (**HS 8, OMP1**), unless otherwise indicated.

Unit		Content	Readings and Tasks
1	Tue 07.03.2023	Introduction	
2	Tue 14.03.2023	Internationalization Decisions	Chapters 1-2 Case 1.1
3	Tue 21.03.2023	Born Globals (guest lecture)	Chapter 3 Johanson & Vahlne (2009)
4	Tue 28.03.2023	Firms' International Competitiveness	Chapter 4 Porter & Kramer (2011)
5	<b>Tue 18.04.2023</b>	<b>Midterm Exam – HS 1 – 11:30</b>	Chapters 1-4
6	Tue 02.05.2023	Global Marketing Research (guest lecture, online session)	Chapter 5
7	Tue 09.05.2023	International Market Analysis	Chapters 6-7 Case 6.3
8	Tue 16.05.2023	International Market Selection	Chapter 8 Cases 8.1 & 8.3
9-10	*Tue 06.06.2023 11:30-14:45	Presentation Block I.	<i>Presence on both days is required!</i>
11-12	**Wed 07.06.2023 15:00-18:15	Presentation Block II.	
<b>Final Exam – June 20 – 15:00 – HS 14</b>			

\*11:30-13:00 in HS 8  
13:15-14:45 in HS 15

\*\*15:00-16.30 in HS 16  
16:45-18:15 in HS 15

## Literature

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

**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.*

## Registration/De-registration

<https://ufind.univie.ac.at/>