

KU Special Topics in Marketing: International Marketing Management 2 | 2023S

Information about the course

Course details

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

[Course 040104](#)

Course instructor: [Dr. Ilona Szócs](#)
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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 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 10, 2023**.

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**.

*It is absolutely essential that all registered students attend the first session on **March 1, 2023** (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.*

Course structure

The course involves a combination of formal lectures, guest 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 students on a given Group Project (see section on Assessment below).

Assessment

Performance in the course will be assessed as follows:

- Group Project 35% (group assessment)
- Midterm Exam 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 Midterm Exam is a multiple-choice test. It will be based on the course material covered by that day. More details will be provided in class.

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.**

Dates & content

Sessions will be held on [Wednesdays, 15:00-16:30](#) on site ([HS 8, OMP1](#)), unless otherwise indicated.

Unit		Content	Readings
1	Wed 01.03.2023	Introduction	
2	Wed 08.03.2023	Market Entry Strategies I.	Chapters 9 & 10
3	Wed 15.03.2023	Market Entry Strategies II.	Chapters 11 & 12
4+5	*Thu 23.03.2023 11:30-14:45	International Pricing Strategies (Pricing Jigsaw)	Chapter 15 <i>Presence is required!</i>
6	Wed 29.03.2023	Midterm Exam – HS 8 & HS 16 – 15:00	
7	Wed 19.04.2023	International Product & Distribution Strategies (guest lecture)	Chapters 14 & 16
8	Wed 03.05.2023	International Promotion Strategies	Chapter 17
9	Wed 10.05.2023	Cross-Cultural Sales Negotiations	Chapter 18
10+11	**Thu 01.06.2023 11:30-14:45	Block for Group Presentations I.	<i>Presence on both days is required!</i>
12+13	*Fri 02.06.2023 11:30-14:45	Block for Group Presentations II.	
Final Exam – June 14 – 15:00 – HS 6 & HS 8			

*HS 17

**HS 15

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.

Registration/De-registration

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