



INTERNATIONAL MARKETING MANAGEMENT 1 (IMM 1) 040517 – 4 ECTS WS 2021/22

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ws-202122/>

Instructor

Dr. Ilona Szócs

Email: ilona.szoecs@univie.ac.at

Phone: +43 1 4277 38039

Office Hours: by 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) by **October 10**, 2021 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:find* (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 **October 13**, 2021.

*It is absolutely essential that all registered students attend the first session on **October 7th 2021** (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.*

Given the “prüfungsimmanenten Charakter” of the course, students must be present in the online sessions with their cameras and microphones on (the latter only when necessary or requested).

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.*

Schedule

Sessions will be held on **Thursdays, 09:45-11:15 digital** from 07.10. to 3.12. unless otherwise indicated. The final exam will be held on location, subject to COVID19 restrictions.

Session	Topic	Chapters	Date
1	Introduction		October 7
2	Internationalization Decisions	1-2	October 14
3	Internationalization Theories	3	October 21
4	Firms' International Competitiveness	4	October 28
5	Global Marketing Research (Guest Lecture)	5	November 4
6	International Market Analysis I.	6	November 18
7	International Market Analysis II.	7	November 25
8	International Market Selection	8	December 2
9	Revision class		Friday, December 3
10-13	Team Presentations Group 1	--	December 9 09:00-17:00
10-13	Team Presentations Group 2	--	December 10 09:00-17:00
Final Exam: January 13, 10:00, HS 1 and HS 4 (OMP 1)			

Assessment

Performance in the course will be assessed as follows:

- Team Assignment 35%
- Pop-up Quiz 1: 10%
- Pop-up Quiz 2: 10%
- 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.

Pop-up Quizzes: The pop-up quiz is an unannounced short single-choice test which will take place during the sessions. The pop-up quiz can be based on any part of the course covered by that day. For instance, if the quiz takes place on the 7th session, anything covered throughout sessions 1-6 may be examinable. 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).

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, 8th edition, Prentice Hall. Using editions 5, 6 and 7 is also feasible, please check for any differences in chapter numbers and case studies between edition 8 and editions 5, 6 and 7.

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.