



**SPECIAL TOPICS IN MARKETING: INTERNATIONAL MARKETING  
MANAGEMENT 1 (IMM 1)  
040517 – 4 ECTS  
WS 2022/23 – Group 2**

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ws202223/>

### Instructor

**Dr. Ilona Szócs**

Email: [ilona.szoecs@univie.ac.at](mailto:ilona.szoecs@univie.ac.at)

Phone: +43 1 4277 38039

Office Hours: on 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. Launtina Ibraimi, [launtina.ibraimi@univie.ac.at](mailto:launtina.ibraimi@univie.ac.at)) by **October 7, 2022** 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 **October 14, 2022**.

*It is absolutely essential that all registered students attend the first session on **October 5th 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.*

## 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 assigned chapters 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.*

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, 13:15-14:45 on site (HS 9, OMP1)**, unless otherwise indicated.

Session	Topic	Chapters	Date
1	Introduction		October 5
2	Internationalization Decisions	1-2	October 12
3	Born Globals (Guest Lecture, 15:00, HS 4)	3	<b>Tuesday, October 18</b>
4	Firms' International Competitiveness (11:30, HS 3)	4	<b>Thursday, October 27</b>
5	<b>MIDTERM EXAM (16:45, HS 1)</b>	<b>1-4</b>	<b>November 9</b>
6	Global Marketing Research (Guest Lecture, digital)	5	November 16
7	International Market Analysis	6-7	November 23
8	International Market Selection	8	November 30
9-10	<b>Presentation Block I. (13:15 - 16:15, HS 5 and HS 9)</b>	<i>Presence on both days is required!</i>	December 14
11-12	<b>Presentation Block II. (15:00 - 18:00, HS 8 and HS 10)</b>		<b>Thursday, December 15</b>
<b>Final Exam: January 18, 16:45, HS 1 (OMP 1)</b>			

## Assessment

Performance in the course will be assessed as follows:

- Team Assignment 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 single-choice test which will take place on November 9. 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 single-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.*

## 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 case studies.

**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.*