TOPICS IN INTERNATIONAL MARKETING
(040419) – 4 ECTS
SS 2019

Course Website: https://international-marketing.univie.ac.at/teaching/master-bwilb/courses-ss-19/#c650813

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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 covers topics related to stereotyping and its role in international marketing, corporate social responsibility/irresponsibility and consumer behavior, as well as global brand management. Group projects provide students with the opportunity to apply essential research topics in a real market context.

Prerequisites
This course is only offered for Master students. Prerequisites are the successful completion of Data Analysis for Marketing Decisions (DAMD). 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 10th, 2019.

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 projects. The course has “prüfungsimmanzenten Charakter”, therefore attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage).

Students wishing to take this course must register via u:find during the registration period. The maximum number of participants is 29. Registered students who, for whatever reason, are not able to take the course must de-register electronically by 10th March 2019, the latest. Students who drop the course without meeting this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on 7th March 2019 (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.
A case study will be used in the course (ASICS Case). This case study is copyrighted material, therefore, course participants must purchase their own copy at the Chair’s secretariat (the price will be under 10 Euros).

**Teaching Method**

The course involves a combination of formal lectures, group presentations, discussions, and a case study, 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.

Research projects represent an integral part of the course. They will be tackled in groups of 3-4 students and will involve group presentations. Further details will be provided in class. All material covered in the sessions/project is examinable!

**Schedule**

Lectures will be held on **Thursdays, 09:45 - 11:15** in SR 15 (OMP1), unless otherwise stated.

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>07.03</td>
<td>Introduction and administration, scenario development</td>
</tr>
<tr>
<td>2</td>
<td>14.03</td>
<td>Stereotyping and its role in international marketing</td>
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<tr>
<td>3</td>
<td>21.03</td>
<td>Corporate social responsibility (CSR) and corporate social irresponsibility (CSI)</td>
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<td>4</td>
<td>28.03</td>
<td>Feedback on scenarios</td>
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<td>5</td>
<td>04.04</td>
<td>Consumer characteristics in stereotyping and in CSR/CSI</td>
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<tr>
<td>6+7</td>
<td>11.04</td>
<td>Group presentations on the pre-tests of scenarios (information on the questionnaire given)</td>
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<td>8</td>
<td>02.05</td>
<td>ASICS Case</td>
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<tr>
<td>9-11</td>
<td>02.05</td>
<td>No scheduled course. Book the date for potential rescheduling!</td>
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<tr>
<td>12</td>
<td>02.05</td>
<td>Presentation Block (09:00-16:30, SR 13)</td>
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<tr>
<td>12</td>
<td>02.05</td>
<td>Final Exam (09:45 - 10:45, HS 13)</td>
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*double session: 2nd lecture takes place 11:30-13:00, seminar room 16

**Assessment**

Performance in the course will be assessed as follows:

- Group project 45%
- Final exam 45%
- Peer review 10%

The overall grade in the course is based on group (45%) and individual (45% + 10%) performance. The project involves group assessment with the same grade being awarded to all members of a given group.
The final exam will last 60 minutes and will be based on the material covered in the lectures and the literature provided.

Successful completion of the course requires a minimum grade of 50%. 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 register in the usual way next time the course is offered). No opportunities for make-ups will be offered.

**Literature**

**Brand Stereotyping and Relevant Methodology**


**Corporate Social Responsibility and Irresponsibility**


**Project-related literature**


Xu, H., Leung, A., & Yan, R. N. (2013). It is nice to be important, but it is more important to be nice: Country-of-origin’s perceived warmth in product failures. *Journal of Consumer Behaviour, 12*(4), 285-292.

Note that additional literature might be provided later in class.