

KU Special Topics in Marketing: International Marketing Management 1 | 2024S

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: [Prof. Dr. Christina Sichtmann](#)
Contact: christina.sichtmann@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. Judith Ladenstein, judith.ladenstein@univie.ac.at) by **March 10, 2024** 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 10, 2024**.

*It is absolutely essential that all registered students attend the first session on **March 4, 2024** (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.*

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 15. 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 bis 49,99% - Note 5, 50 bis 62,99% - Note 4, 63 bis 74,99% - Note 3, 75 bis 86,99% - Note 2, 87 bis 100% - Note 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 **Mondays, 09:45-11:15** on site (**HS 3, OMP1**), unless otherwise indicated.

Unit		Content
1	04.03.2024	Introduction
2	11.03.2024	International Market Analysis
3	18.03.2024	International Market Analysis
4	08.04.2024	Timing of Market Entry
5	15.04.2024 HS 3 HS 7	Midterm Exam
6	22.04.2024, 9.45-11.15, HS 7	Presentation Block I.
7	22.04.2024, 11.30-13.00, HS 7	Strategy/Market Entry
8	29.04.2024, 9.45-11.15, HS 16	Presentation Block II.
9	29.04.2024, 11.30-13.00, HS 16	International Product Decisions
10	06.05.2024, 9.45-11.15, HS 7	International Communication Decisions
11	06.05.2024, 11.30-13.00, HS 7	International Pricing and Sales Decisions
Final Exam – May 27 – 09.45 – HS 3 HS 16		

Literature

Textbook: The required textbook for the course is: Hollensen S. (2020): Global Marketing, 8th edition, Prentice Hall. Using earlier editions is also possible, however, please check for any differences in chapter numbers and content. The relevant chapters will be announced on Moodle.

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/>