

KU Special Topics in Marketing: International Marketing Management 2 | 2024S

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: [Prof. Dr. Christina Sichtmann](#)
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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 objective of this strategy simulation course is to develop hands-on skills in how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges of corresponding decisions by playing the role of a responsible manager for a major consumer products company. Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place, and product) and will get immediate feedback on the consequences of their actions. After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing, thus complementing the knowledge gained from the International Marketing Management 1 course.

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 **June 7, 2024**.

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 **June 7, 2024**.

Each participant will have to pay an amount of € 50 for the required software. Please note that you cannot participate in the course without buying the software! Payment is due on the first session on June 3, 2024 – please bring it in cash. Later payments are not possible. Moreover, this amount cannot be refunded for students subsequently dropping the course!

It is absolutely essential that all registered students read the provided material for the course.

*It is absolutely essential that all registered students attend the first session on **June 3, 2024** (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.*

Course structure

The course involves a combination of discussion sessions and a case study, placing particular emphasis on student participation. All students must come prepared to all sessions. This is an integral part of the course and the material covered is relevant for further advancement in the simulation game.

You do assign yourself to a group on moodle.

Assessment

Performance in the course will be assessed as follows:

Individual grade:

- Self-Reflection Report 40%

Team grades:

- Country Attractiveness Report 30%*
- Strategy Report 30%*

The simulation game is played in groups of about 3-4 students. Preparation of the country attractiveness report, the game itself and the final presentation are done with the respective groups. (further details will be given in the Introduction/Vorbesprechung session!).

NOTE: We will conduct a peer rating to minimize team free-riding. For this peer rating, each team member will evaluate the performance of all other team members. If a student receives a consistently low group evaluation this will be negatively reflected in his/her team grade. The opposite can also occur, i.e., excellence will be rewarded as well.

Course Grading: A minimum of 50 percent of the overall points on total 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 entire course (and must register in the usual way next time the course is offered). No opportunities for make-ups will be offered.

Dates & content

Sessions will be held on the following dates:

Unit		Content
1-2	03.06.2024, 09.45-13.00, HS 7	Introduction
3-5	10.06.2024, 09.45-14.45, PC 1 2 5	Rounds 1-2
6-8	11.06.2024, 09.45-14.45, SR 6 PC 2 3	Rounds 3-5
9-11	12.06.2024, 09.45-14.45, PC 1 2 3	Rounds 6-8

Literature

Country Manager manual & software (<http://www.interpretive.com>)

Recommended Literature:

McDonald M. and Wilson, H. (2016), *Marketing Plans*, 8th edition, John Wiley & Sohns (ISBN-13: 978-1119217138).

Doole, I., Lowe, R. and Kenyon, A. (2019), *International Marketing Strategy*, 8th edition, London, Cengage Learning EMEA (Print ISBN: 9781473758742).

Hollensen S. (2020): *Global Marketing*, 8th edition, Prentice Hall. (ISBN-13: 9781292251806).

Kotabe, M. and Helsen, K. (2016), *Global Marketing Management*, 7th edition, NJ, John Wiley and Sons (ISBN: 978-1-119-29871-7).

Registration/De-registration

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