



## Course Unit: B 05 International Marketing

Module	B 05
Hours per week	2
Contact hours (total)	32 h
Individual study	28 h

Language of Tuition/Assessment	English
Group size (max)	15
ECTS credits	3
Lecturer	Dr. J. Sani

**Objectives:** With successful completion of the module, students will have gained extensive insights into the strategic planning and the implementation of marketing mix measures in international marketing. In this practice-oriented course, students have the opportunity to apply their theoretical knowledge to a specific business case. At the same time students will learn the presentation of partial results within the course. They will practice self-motivation and the ability to work in teams.

**Content:** The participants of the course in each team will find themselves in the fictional role of the International Brand Manager of an existing medium-sized company of the German food industry. In this role, they will be responsible for the successful market entry and market expansion into a new export market. This shall be practiced specifically in one of the most important export markets for Germany: France.

### Phase 1: Marketing Audit:

First the strategic positioning of the company and its brand portfolio will be analyzed in the home market Germany. Based on a SWOT analysis for the German market learning for the international market entry will be drawn.

### Phase 2: Market selection:

For the selected export market France a detailed marketing audit on the basis of a competitive analysis will be carried out on site. The participants of the course will take part in a day excursion to Metz/ France to analyse their market. They will visit French supermarkets in order to screen potential competitors, their brand and price positioning. This analysis will lead to a SWOT for the specific entry.

### Phase 3: Strategies and objectives

In a management summary, the strategic objectives for market entry and the unique selling proposition of the brand range should be defined. A business plan draft for the first three years of market entry is the basis for the calculation of the marketing budget.

### Phase 4: Operative marketing management

Finally based on the marketing budget marketing mix measures for the successful market entry and expansion will be defined.



**Method:** Lectures with joint discussion of the learned basics for the specific business case;  
Presentation of group results.

**Assessment:** Homework of about 4 students per group + a short individual oral test

**Suggested Reading:** Basically, it is optional for the students, which in-depth literature they want to use in addition to the content provided in the seminar. Here you can find a list of possible literature in International Marketing:.

Michaux, S (2015): Porter's Five Forces, Namur.

Ellen Roemer (2014): Internationels Marketing

Zentes, J. / Swoboda, B./Schramm-Klein, H (2013): Internationels Marketing

Czinkota, M. R. / Ronkainen, I. A. (2009): International Marketing, 9th edition

Doole, I. / Lowe, R. (2012): International Marketing Strategy, 6th edition.

Grafers, H.W./ Schlich, A. W. (2006): Strategic Export Management, 1st edition, Helsinki: WSOY.

Hollensen, S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, München.

Kotabe, M. & Helsen, K. (2010): Global Marketing Management, 5th edition New York.

Porter's, M.E.(2004): Competitive Strategy, New York.

Curry, E.C (2000): Internationales Marketing, Köln

Albaum, G. / Strandkov, J. / Duerr, E.: Internationales Marketing und Exportmanagement, 3th Edition, München

Zollondz, H.-D. (2003): Grundlagen Marketing, Berlin