

Business Program in English

Program Coordinator: [Prof. Dr. vom Kolke](#)



Module Title International Marketing and Cross-Cultural Management		
Module Code IMA	Hours per week 4	Duration 1 Semester
Module Instructor Prof. Dr. Claudia Woerz-Hackenberg Dr. Ulrich Höbller	Lecture type Interactive seminar with group exercises	Pre-requisite(s) Basic knowledge in marketing is required
Objectives <ul style="list-style-type: none"> ➤ Learning the foundations as well as special features of international marketing ➤ Applying the marketing mix (the four Ps) to international markets ➤ Developing sensitivity for cross-cultural differences in management behavior 		
Content <p>Course includes:</p> <ul style="list-style-type: none"> ➤ Marketing and International Marketing ➤ International Segmentation ➤ The International Promotional Mix (inter alia Int'l Product and Brand Management, Price and Int'l Pricing Strategies, Advertising) ➤ Public Relations ➤ Online, Internet and Social Media Marketing Marketing ➤ Fundamentals and Patterns of Cross-Cultural Business Behavior ➤ Managing Cultural Differences: Intercultural Competence <p>Teaching style is an integration of lecture and class participation, with group exercises designed to exemplify key concepts and to promote team work.</p>		
Grading/ Evaluation: final exam		ECTS-Credits: 5
Text book/ teaching material: Handouts and slides are provided; Add. recommended literature: Brassington/ Pettitt: Principles Of Marketing, Financial Times/ Prentice Hall, current ed. Harvard Business Essentials: Marketing Across Borders: It's A Big, Big World, In: Marketer's Toolkit, Harvard Business School Publishing, 2006 Holt, Douglas B.: Brands And Branding, Harvard Business School Richard R. Gesteland: Global Business Behaviour, CBSpress, curr. ed. Robert J. House: Culture, Leadership, and Organizations. The GLOBE Study of 62 societies, Sage, 2004 Nina Jacob: Intercultural Management, Kogan Press, 2003		