<table>
<thead>
<tr>
<th>Department</th>
<th>09 - Engineering and Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course title</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Hours per week (SWS)</td>
<td>4 SWS</td>
</tr>
<tr>
<td>Number of ECTS credits</td>
<td>4 ECTS</td>
</tr>
<tr>
<td>Course objective</td>
<td>The students know the basics of international marketing. The students will have experience to work in international, intercultural and interdisciplinary teams. They understand the key issues of going global. They have an insight in the risks of going global and how to reduce the risks. They are also able to recognize the impact on the 4p's (product, price, placement, promotion) when going global. They are aware of how cultural differences have to be taken into account when setting up a global marketing mix. The students are able to compare the different tracks choosen by well known companies when going global.</td>
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<tr>
<td>Prerequisites</td>
<td>Basics of marketing Registration on Moodle with image compulsory</td>
</tr>
<tr>
<td>Teaching methods</td>
<td>Lecture, groupework, casestudy, presentations</td>
</tr>
<tr>
<td>Assessment methods</td>
<td>2 Assignments, presentation of case study International students learning diary in addition</td>
</tr>
<tr>
<td>Language of instruction</td>
<td>English</td>
</tr>
<tr>
<td>Name of lecturer</td>
<td>Wolfgang Döhl, Munich University of Applied Sciences Marcelo Machado, Kwantlen Polytechnic University, Canada</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:wolfgang.doehl@hm.edu">wolfgang.doehl@hm.edu</a></td>
</tr>
<tr>
<td>Link</td>
<td><a href="http://www.wi.hm.edu/dozenten/doehl/index.de.html">http://www.wi.hm.edu/dozenten/doehl/index.de.html</a></td>
</tr>
<tr>
<td>Course content</td>
<td>Globalisation of Markets and Competition, International Trade, External Impacts, Cultural Impacts, Entry Decisions, Product and Service Issues, International Promotion, Pricing Issues, Global Distribution,</td>
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<tr>
<td>Moodle link</td>
<td><a href="https://moodle.hm.edu/course/view.php?id=1679">https://moodle.hm.edu/course/view.php?id=1679</a></td>
</tr>
<tr>
<td>Moodle password</td>
<td></td>
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