Courses in English
Course Description

Department

Course title

Hours per week (SWS)

Number of ECTS credits

Course objective

Prerequisites

Recommended reading

Teaching methods

Assessment methods

Language of instruction

Name of lecturer

Email

Link

Course content

Remarks
Courses in English
Course Description

-- please choose from drop down list --

International Marketing

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to develop skills in creating, implementing, and evaluating marketing strategies and programs in an international context

Knowledge of Marketing Mix; plus participants must demonstrate a sound command of spoken and written English (Level B2) in order to hold presentations, actively participate in discussions, and write a written exam in English.

reading suggestions will be handed at the beginning of the course

Seminar Style, Case Studies

regular attendance and written examination at the end of the semester

English

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- international marketing issues as environmental factors, standardization and differentiation decisions along the marketing mix - cultural and negotiation issues.