

M 302 Introduction to International Marketing

Course description:

Introduction to international marketing
International, multinational, transnational, global marketing
Characteristics of international marketing and its consequences for strategic and
Operational decisionmaking
Market entry strategies and market entry types
Working on international markets

Textbooks

MacAuley, A.: International Marketing. Chichester 2001
Kotabe et.al: Global Marketing Management. 2. ed., New York 2001
Bartlett, Chr. A./ Goshal, S.: Transnational management. 3. ed., Boston 2000
Cateora, Ph. R. and Graham, J. L.: International Marketing. 10. ed., Chicago
1998

Assessment: presentations, case studies and written exam

Lecturer: Prof. Dr. Rohleder **ECTS:** 3