

N/S 729 International Marketing

Course description:

In this seminar the basics of an empirical investigation for the issue of „The international sitting problems of German, KMU in Asia“, shown by the example of the electronical and mechanical engineering industry, commerce and cosmetics.

The investigation requires personal interviews of companies and experts; work in groups of 3 (max.) is welcomed.

If you want to get any prove of academic achievement please talk to the lecturer or the International Office in advance.

Assessment: 75 % attendance minimum, please ask the lecturer

Lecturer: Prof. Dr. Busch

ECTS: 4