wir400 - Strategic and International Marketing

Module label: Strategic and International Marketing
Module code: wir400
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Bachelor's Programme Business Administration and Law > Akzentsetzungsmodul
- Bachelor's Programme Business Informatics > Akzentsetzungsmodul
- Bachelor's Programme Economics and Business Administration > Studienrichtung Betriebswirtschaftslehre
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration > Mastermodule
- Master's Programme Business Informatics > Module der Wirtschaftswissenschaften (Fachbachelor)

Contact person:
Module responsibility
- Thorsten Raabe

Authorized examiners
- Die im Modul Lehrenden

Module counseling
- Sören Sundermann

Entry requirements:
Skills to be acquired in this module
Upon completion of the module, students will be able to:

- recognize challenges facing marketing strategy in the field of markets and societies and draw conclusions for business management
- elaborate and reflect upon the theoretical and conceptual foundations of strategic marketing planning
- come up with examples that exemplify the systemic connection between strategic and instrumental marketing planning
- discuss core assumptions of internationalization in the context of strategy planning and critically reflect upon its implications
- build market research skills in an international context using different methods
- develop their own perspectives on the conceptualization and implementation of international marketing strategies and advance them in discourses

Module contents:
The core of the module is the application of strategic planning methods in Marketing. A broadened understanding of Marketing in the areas of competitors, market agents and stakeholder orientation will be substantiated in theoretical and practical-normative view. International marketing forms an integrated part of strategic marketing planning; its basics and internal conception are formulated precisely in this course.

Reader's advisory:
Latest editions of
- Meffert, H., Marketing-Management, Analyse - Strategie - Implementierung, Wiesbaden
- Kreikebaum H., Strategische Unternehmensplanung, Stuttgart/ Berlin/ Köln
- Benkenstein, M., Strategisches Marketing, Stuttgart/ Berlin/ Köln

Links:
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modullevel: AS (Akzentsetzung)
- Modulart: Wahlpflicht

Vorkenntnisse / Previous knowledge:

Examination:
- Time of examination: end of term
- Type of examination: written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials

Course type:
- Lecture: 2.00

Comment:
Frequency: 1 / 2
Workload attendance: 28 h
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Total time of attendance for the module

56 h