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 > Akzentsetzungsmodule
- 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
- Module level: AS (Akzentsetzung)
- Modular: Wahlpflicht

Lern-Lehrform / Type of program:

Vorkenntnisse / Previous knowledge:

Examination:
- Final exam of module: 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: SWS
- Frequency: Workload attendance: 28 h
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**Total time of attendance for the module**

56 h