

International Marketing

Summer Term 2016

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Structure and Literature (as of April 8, 2016)

Date	Content	References
11.04.2016	Organisation and Introduction: Specific Characteristics of International Marketing	Hollensen 2014, pp. 19-27; Morschett/Schramm-Klein/Zentes 2015, pp. 79-102; Zentes/Swoboda/Schramm-Klein 2013, pp. 1-7
18.04.2016	Basic Orientations in International Marketing	Hollensen 2014, pp. 52-69; Zentes/Swoboda/Schramm-Klein 2013, pp. 49-65
25.04.2016	Homogeneity and Heterogeneity in International Markets (1)	Hollensen 2014, pp. 243-263; Ghemawat 2007 Zentes/Swoboda/Schramm-Klein 2013, pp. 8-38
02.05.2016	Homogeneity and Heterogeneity in International Markets (2)	Hollensen 2014, pp. 208-232; Morschett/Schramm-Klein/Zentes 2015, pp. 203-232
09.05.2016	Emerging Markets and Basic Decisions in International Marketing	Hollensen 2014, pp. 233-242; Morschett/Schramm-Klein/Zentes 2015, pp. 103-125; Zentes/Swoboda/Schramm-Klein 2013, pp. 65-79
16.05.2016	<i>Pfingstmontag (no lecture)</i>	
23.05.2016	Foreign Market Portfolios: Evaluating International Markets	Hollensen 2014, pp. 270-289; Zentes/Swoboda/Schramm-Klein 2013, pp. 143-165
30.05.2016	Market Segmentation and Market Entry	Hollensen 2014, pp. 289-307; Zentes/Swoboda/Schramm-Klein 2013, pp. 81-142
06.06.2016	Operation Modes in International Markets (1)	Hollensen 2014, 346-367; Morschett/Schramm-Klein/Zentes 2015, pp. 323-363; 389-408 Zentes/Swoboda/Schramm-Klein 2013, pp. 225-255
13.06.2016	Operation Modes in International Markets (2)	Hollensen 2014, pp. 368-392; Morschett/Schramm-Klein/Zentes 2015, pp. 409-427; Zentes/Swoboda/Schramm-Klein 2013, pp. 256-284
20.06.2016	International Marketing Strategy and Marketing-Mix: International Product Policy	Hollensen 2014, pp. 479-533; Zentes/Swoboda/Schramm-Klein 2013, pp. 359-372

27.06.2016	International Marketing Strategy and Marketing-Mix: International Communication Policy	Hollensen 2014, pp. 606-649; Zentes/Swoboda/Schramm-Klein 2013, pp. 386-406
04.07.2016	International Marketing Strategy and Marketing-Mix: International Distribution Policy	Hollensen 2014, pp. 570-605; Zentes/Swoboda/Schramm-Klein 2013, pp. 406-414
11.07.2016	International Marketing Strategy and Marketing-Mix: International Pricing	Hollensen 2014, pp. 534-569; Zentes/Swoboda/Schramm-Klein 2013, pp. 372-386
18.07.2016	Question Time and Exam Preparation	-

Literature

Compulsory Reading

Hollensen, S. (2014): Global marketing – A decision-oriented approach, 6. ed., Pearson Education.

Ghemawat, P. (2007): Managing Differences: The Central Challenge of Global Strategy, in: Harvard Business Review, Vol. 85, No. 3, pp. 58-68.

Morschett, D.; Schramm-Klein, H.; Zentes, J. (2015): Strategic International Management, 3. ed., Wiesbaden.

Zentes, J.; Swoboda, B.; Schramm-Klein, H. (2013): Internationales Marketing, 3. ed., München.

Further Reading

Albaum, G.; Duerr, E. (2011): International Marketing and Export Management, 7. ed., Harlow u.a.

Backhaus, K.; Büschken, J.; Voeth, M. (2010): Internationales Marketing, 6. Aufl., Stuttgart.

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