

International Marketing

Summer Term 2017

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Structure and Literature

| Date | Content | References |
|------------|---|--|
| 24.04.2017 | Organization and Introduction: Specific Characteristics of International Marketing | Hollensen 2014, pp. 19-24; Zentes/Swoboda/Schramm-Klein 2013, pp. 1-7 |
| 01.05.2017 | <i>Public holiday (no lecture)</i> | |
| 08.05.2017 | Internationalization and Basic Orientations in International Marketing | Hollensen 2014, pp. 52-69; Morschett/Schramm-Klein/Zentes 2015, pp. 79-102; Zentes/Swoboda/Schramm-Klein 2013, pp. 49-65 |
| 15.05.2017 | Homogeneity and Heterogeneity in International Markets (1) | Hollensen 2014, pp. 25-41, 88-95; Ghemawat 2007 |
| 22.05.2017 | Homogeneity and Heterogeneity in International Markets (2) | Hollensen 2014, pp. 208-232, 243-263; Morschett/Schramm-Klein/Zentes 2015, pp. 203-226; Zentes/Swoboda/Schramm-Klein 2013, pp. 18-34 |
| 29.05.2017 | Strategies for Emerging Markets | Hollensen 2014, pp. 233-242; Morschett/Schramm-Klein/Zentes 2015, pp. 103-125 |
| 05.06.2016 | <i>Public holiday (no lecture)</i> | |
| 12.06.2017 | Categorical Decision Fields of International Marketing and International Market Selection | Hollensen 2014, pp. 270-289; Zentes/Swoboda/Schramm-Klein 2013, pp. 65-79; 143-165 |
| 19.06.2017 | Market Segmentation and Timing of Market Entry | Hollensen 2014, pp. 289-307; Zentes/Swoboda/Schramm-Klein 2013, pp. 81-142 |
| 26.06.2017 | Foreign Operation Modes | Hollensen 2014, 334-397; Morschett/Schramm-Klein/Zentes 2015, pp. 323-363, 389-427; Zentes/Swoboda/Schramm-Klein 2013, pp. 225-285 |
| 03.07.2017 | International Marketing Strategy and Marketing-Mix: International Product Policy | Hollensen 2014, pp. 479-533; Morschett/Schramm-Klein/Zentes 2015, pp. 481-505; Zentes/Swoboda/Schramm-Klein 2013, pp. 359-372 |
| 10.07.2017 | International Marketing Strategy and Marketing-Mix: International Communication Policy | Hollensen 2014, pp. 606-649; Zentes/Swoboda/Schramm-Klein 2013, pp. 386-406 |

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| 17.07.2017 | International Marketing Strategy and Marketing-Mix: International Distribution Policy | Hollensen 2014, pp. 570-605; Zentes/Swoboda/Schramm-Klein 2013, pp. 406-414 |
| 24.07.2017 | International Marketing Strategy and Marketing-Mix: International Pricing | Hollensen 2014, pp. 534-569; Zentes/Swoboda/Schramm-Klein 2013, pp. 372-386 |

Literature

Compulsory Reading

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

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

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

Further Reading

Albaum, G.; Duerr, E.; Josiassen, A. (2016): International Marketing and Export Management, 8. ed., Harlow u.a.

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

Berndt, R.; Fantapié Altobelli, C.; Sander, M. (2016): Internationales Marketing-Management, 5. Aufl., Berlin u.a.

Bradley, F. (2005): International Marketing Strategy, 5. ed., London u.a.

Cavusgil, S.T.; Knight, G.; Riesenberger, J.R. (2016): International Business – The New Realities, 4. ed., Upper Saddle River.

Czinkota, M.; Ronkainen, I. (2003): An International Marketing Manifesto, in: Journal of International Marketing, Vol. 11, No. 1, pp. 13-27.

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