

<b>IMP 111    International Marketing Strategy</b>	
Organizational configuration of international activities and market selection <ul style="list-style-type: none"><li>• Type of market entry as well as the type of market development</li><li>• Strategic decisions of International Marketing</li><li>• Market development (standardization versus differentiation).</li><li>• Coordinating perspective of international marketing.</li><li>• Identifying problems that arise for a provider of market-related feedback from the simultaneous processing of country markets and the resulting strategic options.</li></ul>	
<b>Assessment: Project (Group grade)</b>	
<b>Lecturer: Prof. Dr. Rüger-Muck</b>	<b>ECTS: 3</b>