

<b>IMP 111    International Marketing Strategy</b>	
<p>In the context of globalization and strategic trade alliances, students are able to justify the special features and approaches of international market development and deal with international problems. On this basis, they will be able to assess which feedback effects can arise from the simultaneous processing of country markets and how the resulting need for coordination can be met in the context of international strategic decisions.</p> <p>In addition to the temporal and organizational configuration of international activities and market selection, strategic decisions in international marketing include the type of market entry and the type of market cultivation. These decision-making areas are interdependent in that, for example, the type of market entry is closely linked to the form of market development (standardization versus differentiation). Therefore, the core of the module is the coordination perspective of international marketing. It looks at the problems that arise for a supplier when entering new country markets and simultaneously developing and managing different country markets, and the resulting strategic options. A distinction is made as to whether it is a first-time involvement in country markets or subsequent decisions regarding international business activities. The students draw conclusions from the strategic decisions for the design of the marketing mix in the individual country markets. The resulting questions are first developed theoretically as part of the lecture and then explored in greater depth in exercises, role plays and case studies using group work.</p>	
<b>Assessment: Project (Group grade)</b>	
<b>Lecturer: Prof. Dr. Rüger-Muck</b>	<b>ECTS: 3</b>