

BIM 551 International Marketing & Logistics

Theoretical foundations and perspectives of internal marketing

- Exogenous and endogenous influencing factors
- Key decision factors for international marketing
- Determining factors of international marketing strategies
- Market segmentation/market parcelling
- Options for market development
- Availability of resources
- Determining the international marketing mix
- Key elements of international transport and logistics management
- Fundamentals of foreign trade management
- Transport systems and logistics services
- Storage, handling and picking plans
- Planning logistics networks
- Inventory and stock management

Assessment: written exam

Lecturer: Prof. Dr. Gupte

ECTS: 3