Syllabus: “Principles of Marketing”
International School
Winter Term 2019/20, Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.

(a) Inhalt und Ansatz | Content and Approach

- International marketing is a rapidly growing area within the disciplines of marketing and international business. The course has four parts: i) Focus on analysing the marketing environment. ii) Identifying opportunities and threats emerging from diverse cultural, economic, demographic, political/legal, and competitive environments. iii) Explains the International Marketing Strategy options available to firms. iv) Deals with the International Communication, Distribution and Pricing Strategies that support the introduction and development of business in various worldwide markets.
  - Introduction to Principles of Basic Marketing vs International Marketing.
  - International Markets and Marketing Environment.
  - International Market Research and Opportunity Analysis.
  - Market Entry Strategy.
  - Product/Service Management
  - Pricing for International Markets.
  - Distribution Management
  - Marketing Communications

(b) Qualifikationsziele | Learning Objectives

- This course aims to develop an advanced understanding of the international marketing environment, the international marketing mix, and international marketing strategy. Specific topics include the rationale for international marketing; marketing issues related to international economic, financial political, legal, cultural and information technology environments; international marketing research; market selection and entry; product adaptation for international markets, promotion, pricing and distribution in international markets; channel selection and alliances; and strategic issues in international marketing.

(c) Kursstruktur | Course Structure

- 2 lecture hours per week Wednesday 10.00 – 11.30 Room D 0302

(d) Kontakt | Contact

- Email: r.bagchi@hs-sm.de | Room: D 0112

(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination (90 min)
- 3 ECTS