Course: Marketing

Faculty: Media and Information
Course ID: VK402

Lecturer: Prof. Dr. Christopher Zerres
Teaching Format: lecture

Language: English
Teaching Semester: summer
Number of Semesters: 1

Assessment: presentation
ECTS Credits: 3

Prerequisites
- none

Learning Outcomes
- Awareness of the (Marketing) challenges for companies operating internationally
- Understanding of major concepts, methods and instruments used in Marketing

Contents
- Introduction to Marketing (definition, tendencies and developments in Marketing, theories in Marketing, reasons for international company activities)
- International Marketing Environment (analysis methods like SWOT and PESTLE, consumer behaviour, Introduction to international market research, culture)
- International Marketing Strategies (Market Entry Strategies, Market Behaviour Strategies, Market Segmentation Strategies)
- International Marketing Instruments (product, price, promotion and distribution)