



**Courses taught in English at the Faculty of Economic Sciences**

<b>Module No.:</b> 801074  <b>Title:</b> International Marketing	<b>Credits:</b> 6
<b>Course Content:</b>  Introduction to International Marketing, Social & Cultural Environments, Political Legal & Regulatory Environments, Assessing Global Marketing Opportunities, International Marketing Strategy, Country Selection, Market Entry Modes, International Marketing Mix, Branding Across Cultures. This course conveys theoretical knowledge enriched by case studies.  Weds. 14:15 - 15:45 ZHG 003 Fri. 10:15 - 11:45 ZHG 004	<b>Course Type:</b>  Lecture

<b>Recommended Prerequisites:</b>  none	<b>Exam:</b>  Weds. 17.12.2014 from 14:00 to 16:00 in ZHG 101.
<b>Recommended Semester:</b>  none	<b>Cycle:</b> Winter term
<b>Literature:</b> Cateora, P.R., et al., (2013) International Marketing 16th Edition. New York, NY: McGraw-Hill.  Keegan, W.J. (2014) Global Marketing Management 8th Edition. Essex: Pearson.	<b>Lecturer:</b>  Prof. Dr. Yasemin Boztuğ Dr. Steffen Jahn Melissa Rymer, MBA