

Module description International Marketing

Identifier	Category	Details / Content
General Information		
1.1	Module name	International Marketing
1.2	Contained courses	a) International Marketing b) International Business
1.3	Module code	MSB.2.0053.0.V.1 (International Business) MSB.2.0053.0.V.2 (International Marketing)
Timing		
2.1	Frequency of offer	Winter semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form a) International Marketing	Seminarian lessons
	Lecture form b) International Business	Projects
4.2	Contact time a) International Marketing	2 semester weekly hours = 30 hours per semester
	Contact time b) International Business	2 semester weekly hours = 30 hours per semester
4.3	Self-study time a) International Marketing	60 hours per semester
	Self-study time b) International Business	60 hours per semester
4.4	Total workload	180 hours
4.5	Workload in credits	6 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes a) International Marketing		
5.1	ILO IM 1	In marketing, graduates are able to evaluate and analyze international scientific studies regarding their relevance for the international business practice.
	ILO IM 2	Graduates are able to critically review the different approaches in international market research, different international marketing strategies, and marketing instruments on the background of different economic policies, economical, cultural and linguistic surroundings.
	ILO IM 3	In marketing, graduates are able to discuss analytical / digital / AI methods and insights into international marketing outlined in scientific papers. By discussing the value of options and the hardship of the results and their limitations, graduates can critically reflect potential solutions to international marketing problems and examples.
	ILO IM 4	Graduates are able to identify suitable insights out of actual scientific literature, performing and processing bibliographical inquiries, explain, apply, and reflect critically upon theories, terminology, specialities, boundaries, and different schools of thought related to their topic. They can summarize the main findings of other authors in a conclusive way and reflect critically on the theoretical value of the other authors contributions.

Contribution of module ILOs to study programme ILOs

(only most relevant contribution is highlighted)



K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations.

Intended learning outcomes b) International Business

5.1	ILO IM 5	Within the project or the case study on international marketing & business the Graduates are able to analyse and structure international, strategically complex tasks.
	ILO IM 6	Graduates can develop a project design and select methodical approaches, conceptualize and manage project parts and coordinate with project members.
	ILO IM 7	Alumni are able to create and present target group oriented reports and presentations and evaluate project success and efficiency.
	IMO IM 8	Graduates can participate in or lead a project in a socially inclusive way, providing energy to the group and self-motivation.
	IMO IM 9	Graduates are able to discuss expectations with demanding stakeholders and to show resilience under time pressure.



A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .
S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.
S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.



Learning content a) International Marketing

5.2	IM Learning content 1	Areas of knowledge covered: International market research and analysis, characteristics of international markets, international marketing strategies, international market segmentation approaches, global brand management, international pricing, international product development & management, international service management, international communication and media, International marketing & the Internet, marketing organization and controlling in the international market
	IM Learning content 2	The entire course is accompanied by essential readings to allow easy reference to course material. The essential readings will be a mixture of journal articles and book chapters. Students will come prepared to the lecture. The contact time of the course will have the form of a facilitated high-level discussion.
	IM Learning content 3	On several dates students will prepare written assignments, which are 2-page scientific thesis on the content of the essential reading, proving that they have achieved an advanced intellectual level regarding the topic (measured based on the cognitive domain model of Bloom, level 4-6), including highlighting remaining questions and / or most worthy discussion points that might be used in class to facilitate discussion. Rather than summarizing the content of the main text, they are to analyze / critically reflect the paper by using multiple other sources and work out their overlapping/alternative perspectives.
	IM Learning content 4	Teams of 2 students have to prepare once a 10 minute video assignment, presenting main insights of an international marketing peer reviewed journal article, analyzing and critically reflecting on the paper by using different additional sources. During the lecture, the authors of the videos will present their insights in class.

	IM Learning content 5	At the beginning of each lecture a group of students will be selected by chance to moderate a high-level discussion on the given topic amongst the participants of the class.
Learning content b) International Business		
5.2	IM Learning content 6	1. Structuring and analyzing the type of problem (On the basis of a given case study or a real project in cooperation with a company/praxis partner)
	IM Learning content 7	2. Development of a project design, a procedure
	IM Learning content 8	3. Conception of project parts (e.g. development of a questionnaire, spot check drawing, analysis, measure deduction, preparation for decisions)
	IM Learning content 9	4. Realization of the work in the case study or the project
	IM Learning content 10	5. Report writing and presentation
Work may follow the described procedure but is an agile, iterative, non-linear process that might vary. More information on business project (e.g. who are the partners, what are typical tasks, who supervises the projects) is relevant and will be given to prospective students at the start of the semester.		
Requirements & examination		
6	Participation requirement	Mandatory regular participation in module; approval granted by examination board because of the project characteristics of the international business course
7.2	Assessment method / requirements for the award of credit points in a) international marketing course	a) individual written scientific assignments on selected international marketing topics (app. 50%) b) in teams of two: video assignment on international marketing peer reviewed journal article (app. 35%) c) moderation of scientific discussion in class (app. 15%)
7.2	Assessment method / requirements for the award of credit points in a) international business course	Individual & group performance evaluation of project (100%)
7.3	Requirements for admission to the examination	In International Business: a. Regular and active participation with physical attendance is mandatory in 80% of the course dates (dates that have to be postponed by the lecturer are excluded from this). b. The permitted 20% absences apply regardless of the reason for the absence and do not have to be excused by a doctor's certificate, for example. c. In the event of absence for an important reason (e.g. entry ban in the event of delayed visa issue), the lecturer may additionally permit digital attendance by students for up to 20% of the course dates as an exception in order to respond to hardship situations. By taking individual measures for the student concerned in the project (e.g. postponement of deadlines, work packages, responsibilities), the lecturer enables the achievement of the learning objectives for the individual student in exceptional cases. d. Any additional absences, including for good cause (e.g. illness), will result in the student failing the course.
7.4	Importance of the mark for total mark	5% (6 ECTS of 120 ECTS)
8.1	Lecture language	English
8.2	Module supervisor	Prof. Dr. Bert Kiel
8.3	Lecturers	Prof. Dr. Carmen-Maria Albrecht Prof. Dr. Bert Kiel Prof. Dr. Thorsten Kliewe Prof. Dr. Nils Ommen Prof. Dr. Lulia Stroila
8.4	Maximum number of participants	Project participants will be limited based on nature of project

8.5	Supplementary information	The lectures are given in English. The assignments (Individual Paper) are to be written in English. The students' video assignment and moderation are to be given in English. The project work will be executed and presented predominantly in English. In selected cases a practical partner might "enforce" a project to be partially run / partially presented in German for company reasons (lack of language skills of employees of corporate partner)
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Recommended reading

WS 2025 / 2026 main reader: "International Business Management", K. Fatehi, J. Choi, 3e, 2025
 WS 2025 / 2026 main reader: "The Belt and Road Initiative at Ten", CICC Research, CICC Global Institute, 2024
 WS 2025 / 2026 main reader: "International Marketing Strategy and Theory", Onkvisit, Sak; Merz M.A.; Shaw J.J., 2025
 WS 2024 / 2025 main reader: "Strategic international marketing", Solberg & H. Huse, 2024
 WS 2024 / 2025 main reader: "International Marketing Research", V. Kumar, 2024
 WS 2023 / 2024 main reader: "International Marketing Management", R. Berndt, C. Fantapié, M. Sander, 2023
 WS 2023 / 2024 main reader: "International marketing in times of sustainability and digitalization", Erika Graf, 2023
 WS 2022 / 2023 main reader: "Global Marketing Strategy: An Executive Digest 2e" B.B. Schlegelmilch, 2022
 WS 2022 / 2023 main reader: "Int. Marketing Strategy" 9e, Doole & Lowe & Kenyon, 2022
 WS 2021 / 2022 main reader: "Marketing across cultures" J.-C. Usunier & J. Lee, 2014 and "International Business Management", K. Fatehi, J. Choi; 2018
 WS 2020 / 2021 main reader: "Global Marketing", Alon, Jaffe, Prange, 2017
 WS 2019 / 2020 main reader: "Global Marketing Management", Kotabe, Helsen, 2019
 WS 2019 / 2020 main reader: "International Marketing", Backhaus, Büschgen, Vogth, 2007

WS 2022 / 2023: Selection of Papers: (as video assignments)

1	Veronica Scuotto, et al., 2021, IMR	Building dynamic capabilities for international marketing knowledge management
2	Shahriar Akter et al. 2021, IMR	Big data-driven strategic orientation in international marketing
3	M. Cleveland, N. Papadopoulos, M. Laroche, 2021, IMR	Global consumer culture and national identity as drivers of materialism: an international study of convergence and divergence
4	Nadia Zahoor et al., 2021, IMR	International open innovation and international market success
5	M. Bharty, V. Suneja, A. K. Chauhan, 2021	The role of socio-psychological and personality antecedents in luxury consumption
6	J. Kapferer, P. Valette Florence, 2021, IMR	The myth of the universal millennial: comparing millennials' perceptions of luxury across six countries
7	R. Batra, D. Li, C. Chiu, 2021, APJML	Consumption attitudes and behaviors in Asia: a "discovery-oriented" fresh look
8	Yi Hsuan Lee et al. 2021, APJML	Consumer brand engagement in the US-China trade war
9	P. Magnusson, S. Zdravkovic, S.A. Westjohn, 2022, IMR	A longitudinal analysis of country image and brand origin effects
10	S. M. Liozu, A. Hinterhuber, 2022, JBS	Pricing and CEOs: why top executives need to get involved
11	Renata FULOP, 2022, Review of Economic Studies and Research Virgil Madgearu	The influence of fiscal regulations on transfer pricing: a bibliometric review.
12	Suniti Vadalkar et al., 2021, IMR	A critical review of international print advertisements
13	M. Shumanov, H. Cooper, M. Ewing, 2021, EJM	Using AI predicted personality to enhance advertising effectiveness
14	R. Hübner Barcelos, A. C. Munaro, 2022 in Advances in Digital Marketing and eCommerce	The Influence of Linguistic Style on Consumer Engagement: A Study from Top Global Brands' Posts on Facebook
15	A. Ghosh, M. Deb, 2022, EJM	Universal emotional arc structure in advertisements and their favorability
16	Z. Li, T. Liu, S. Dai, 2022, CMS	Understanding Chinese automobile firms: past, present and path to be world class
17	H. Keskin et al., 2021, IMR	The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and competitive intensity
18	N. Donthu et al., 2020, IMR	A bibliometric review of International Marketing Review (IMR): past, present, and future

19	Andrea Celone et al., 2021, CPOIB	Is it possible to improve the international business action towards the sustainable development goals?
20	V. Tarnovskaya, D. Tolstoy, S.M. Hanell, 2022, IMR	Drivers or passengers? A taxonomy of multinationals' approaches to corporate social responsibility implementation in developing mar.
21	Frederick Ahen, 2020, CPOIB	International mega-corruption Inc.: the structural violence against sustainable development
22	Shawn Pope, Jimi Kim, 2022, Business & Society	Where, When, and Who: Corporate Social Responsibility and Brand Value—A Global Panel Study
23	C. R. Perera, C. R. Hewege, 2021, CPOIB	Internalising and internationalising country specific CSR practices of a Japanese multinational company
24	M. Serdijn, A. Kolk, L. Fransen, 2020, CPOIB	Uncovering missing links in global value chain research – and implications for corporate social responsibility and international b.
25	Jhanghiz Syahrivar et al., 2021, APJML	Religious compensatory consumption in the Islamic context: the mediating roles of religious social control and religious guilt
26	Jungwon Lee, Cheol Park, 2021, APJML	Customer engagement on social media, brand equity and financial performance: a comparison of the US and Korea
27	J. Hagberg, A. Jonsson, 2022, ILRDM	Exploring digitalisation at IKEA
28	Zhou Zhang et al., 2022, JBS	A global race to dominate the internet of things: how China caught up
WS 2024 / 2025: Selection of Papers: (as video assignments)		
1	Gary A. Knight and S. Tamer Cavusgil 2004 / 2024	Reprint: Ch. 2 & 3 (Add-on), Innovation, Organizational Capabilities, and the Born-global Firm + 3.; in Key Developments in International Marketing 2024
2	Jill Gabrielle Klein, 2002, 2024	Ch. 14 & 15, Reprint: Us Versus Them, or Us Versus Everyone? Delineating Consumer Aversion to Foreign Goods + 15.; in Key Developments in International Marketing 2024
3	Feng Li, 2022, BJM	Sustainable Competitive Advantages via Temporary Advantages: Insights from the Competition between American and Chinese Digital Platforms in China
4	SONYA A. GRIER et. Al. 2024	Race in Consumer Research: Past, Present, and Future
5	Leonidas C. Leonidou and Constantine S. Katsikeas 1996 /2024	Ch. 4 & 5 Reprint: The Export Development Process—An Integrative Review of Empirical Models + 5.; in Key Developments in International Marketing 2024
6	Petra Riefler, Adamantios Diamantopoulos, and Judy A. Siguaw, 2012, 2024	Ch. 12 & 13., Reprint: Cosmopolitan Consumers as a Target Group for Segmentation; in Key Developments in International Marketing 2024
7	Jan-Benedict E. M. Steenkamp, Rajeev Batra, and Dana L. Alden, 2003, 2024	Ch. 8 & 9, Reprint: How Perceived Brand Globalness Creates Brand Value + 9.; in Key Developments in International Marketing 2024
8	Saeed Samiee, Terence A. Shimp, and Subhash Sharma, 2005, 2024	Ch. 10 & 11, Reprint: Brand Origin Recognition Accuracy—Its Antecedents and Consumers' Cognitive Limitations + 11.; in Key Developments in International Marketing 2024
9	M. A. Ramos, S. Andersson, U. Aagerup, 2024 IMR	Rebranding after international acquisitions: challenges of legitimation in emerging and developed countries
10	Maximilian Friess and Roland Kassemeyer, 2024, JIM	Price Increases and Their Financial Consequences in International Business-to-Business Selling
11	Luca Macedoni, Elena Mattana, 2023 RWE	Pricing in firm-to-firm trade: evidence from a Danish multinational
12	Mbaye Fall Diallo et. Al., 2023, IMR	Do socio-cultural factors affect the relationships between CSR and loyalty in retailing? A three-country investigation
13	Manoj Kumar Kamila, Sahil Singh Jasrotia, 2023, APMR	Ethics and marketing responsibility: A bibliometric analysis and literature review
14	Ji WOO RYOU, ALBERT TSANG, KUN TRACY WANG, 2022 CAR	Product Market Competition and Voluntary Corporate Social Responsibility Disclosures

15	Irina V. Kozlenkova, Ju-Yeon Lee, Diandian Xiang, and Robert W. Palmatier, 2021, 2024	Ch. 18 & 19, Reprint: Sharing Economy—International Marketing Strategies + 19.; in Key Developments in International Marketing 2024
16	Manoella Antonieta Ramos, 2024, RIBS	The patterns of the past and future agenda in international branding: a literature review
17	Kaimeng Zhang, Zhongxin Ni and Zhouyan Lu, 2023, APJM	Does traffic means sales: evidence from Chinese live streaming commerce market
18	Aaron J. Barnes, Sharon. Shavitt, 2023, JCR	Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues
19	Vivian Qin, Koen Pauwels, Bobby Zhou, 2023, JMA	Data-driven budget allocation of retail media by ad product, funnel metric, and brand size
20	C. Köhler, M. Mantrala, S. Albers, V. Kanuri, 2017, JMR	A Meta-Analysis of Marketing Communication Carryover Effects
21	Shahriar Akter et. Al. 2023, IMR	Omnichannel management capabilities in international marketing: the effects of word of mouth on customer engagement and customer equity
22	Zubair Ali Shahid et. Al., 2024, IMR	Signaling theory and its relevance in international marketing: a systematic review and future research agenda
23	Preet S. Aulakh, Masaaki Kotabe, and Arvind Sahay, 1996, 2024	Ch. 6 & 7, Reprint: Trust and Performance in Cross-Border Marketing Partnerships—A Behavioral Approach + 7.; in Key Developments in International Marketing 2024
24	V. Kumar, Sourav Bikash Borah, Amalesh Sharma, and Laxminarayana Yashaswy Akella, 2021, 2024	Ch. 16 & 17, Reprint: Chief Marketing Officers' Discretion and Firms' Internationalization—An Empirical Investigation + 17.; in Key Developments in International Marketing 2024
25	Yuri Peers, Harald J. van Heerde, Marnik G. Dekimpe, 2017, MS	Marketing Budget Allocation Across Countries: The Role of International Business Cycles
WS 2025 / 2026: Selection of Papers: (as video assignments)		
1	E. Tafani, F. Vigneron , A. Azoulay, S. Crener, & A. Zahid, 2024	The Influence of Culture and Gender in Luxury Brand Consumption: A Comparison Across Western and Eastern Culture Consumers
2	V. Shwetangbhai Diwanji, N. Nguyen, M. Barros Coelho, M. Burkett, R. H. Chaif & M. U. Okocha, 2025	Pride, not prejudice: a cross-cultural big data analysis of consumer reactions to rainbow-washing in advertising
3	M. Kikumori, Y. Maruyama & R. Ishii, 2025	Influencers' Follower Numbers, Consumers' Cultural Value Orientation, and Purchase Intention: Evidence from Japan, the United Kingdom, and Singapore
4	S. Zhang, M. D. T. de Jong & J. F. Gosselt, 2025	Consumers' Motives for Engaging with Company Social Media Accounts: Comparing Western and Chinese Users
5	A. M. Gomez-Trujillo, D. C. Buriticá Henao, B. Arroyo, D. Bonilla-Calle & J. C. Mesa Bedoya, 2025	Building a global fitness empire: a case study of an emerging market fitness brand's path to international success
6	L. Xu, Z. Wei, P. Xie, E. W. T. Ngai & W. Huang, 2025	Is bottom-of-the-pyramid orientation a new reason for product imitation in emerging markets?
7	Y. Wu, J. Wu & Y. Cai, 2025	Conform to local: how local vs global brand positioning increases consumer conformity
8	O. Osmanoglu , A. Özsoyner , & G. Biliciler, 2024	Local–Global Cobrand Positioning and Consumer Evaluations in Emerging Markets
9	P. Shukla , V. Rosendo-Rios, & D. Khalifa, 2025	Should Global Brands Engage in Brand Activism?
10	R. Mora Cortez, A. Højberg Clarke, P. V. Freytag 2025 JBS	B2B market segmentation – An analysis of current practices and their implications
11	Larry L. Carter, JoMDaC, 2019	Equivalence and Research Design Optimization for International Market Segmentation
12	Ann Højbjerg Clarke and Per Vagn Freytag, 2023	Implementation of new segments in SMEs
13	Tsougkou, Cadogan, Boso, Hodgkinson, Oliveira, Laukkanen, Yazdani, Story, JWB 2025	International product adaptation and performance: A systematic analysis of the literature and agenda for future research

14	C. Junga , M. R. Mallon, S. Fainshmidt, JMS 2025	Ripples in the Pond: Product Portfolio Reconfiguration and Dynamism in the Competitive Environment
15	Stephan M. Liozu, 2020, JRPM	The adoption of pricing from an organizational perspective and its impact on relative firm performance
16	Davvetas, Sichtmann, Sridakis, Diamantopoulos, AMA 2023	The Global/Local Product Attribute: Decomposition, Trivialization, and Price Trade-Offs in Emerging and Developed Markets
17	Proserpio, Goli, Mangini, Lau, Yu, IJRM, 2024	The impact of sustainability programs on consumer purchase behavior: Evidence from Amazon
18	Tolstoy, Hanekk, Ghauri, AMA, 2025	Unpacking the Role of Ethical Leadership in the Era of Sustainable Development Goals and Values-Based Marketing
19	Yujia He, IS, 2024	Chinese digital platform companies' expansion in the Belt and Road countries
20	F. Cassia, F. Magno, RIBS, 2025	Leveraging cross-border e-commerce platforms for export strategies: a model for exporters in B2B markets
21	Yu, Lu Jin, Dong, Zhou, AMA, 2024	Live Streaming Use and International Seller Sales Performance: An Information Economics Perspective
22	C. Fernandes Crespo, A. Gaspar Ferreira, F. Matos Ribeiro & T. Alshevskaia, 2025	Unlocking the Power of Ads: A Cross-Cultural Examination of Consumers' Advertising Value Perceptions
23	Y. Rashkova, L. Moi, E. Marku & F. Cabiddu, 2024	Online integrated marketing communication strategies of international brands: standardization vs. adaptation approaches
24	S.-E. Byun, M. Mann & W. Ginder, 2025	Facing the fear: leading global brands' social media communication in times of crisis