BEST Course „International Marketing – A European Perspective”

**Instructor:**
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**Course:**
International Marketing – A European Perspective

**Date:**
Tuesday, 9:00 – 12:00 noon – June 1\(^{st}\)  
Wednesday, 9:00 – 12:00 noon – June 2\(^{nd}\)  
Wednesday, 9:00 – 12:00 noon – June 9\(^{th}\)  
Tuesday, 9:00 – 12:00 noon – June 22\(^{nd}\)

Start: June 1\(^{st}\), 2010  
End: June 22\(^{nd}\), 2010

**Prerequisites:**
Principles of Marketing

**Course Syllabus:**
This course provides students with an opportunity to analyze the international business environment and the development and implementation of marketing programs in different business arenas from a European perspective, and using a range of entry and growth strategies. Companies with a presence in two or more countries depend on the coordination of their respective marketing activities. Standardization and differentiation of international business activities concerning product, price, promotion, and distribution options are discussed.

Major topics will be:
- Introduction to International Marketing
- “Going international”: market selection and entry strategies in International Marketing
- “Being international”: 1. coordination problems and dynamics of country markets, 2. coordination in converging markets, and 3. coordination in diverging markets

**Methods of Assessment**
- Written test

**Reading List**