

Dear Students,

To make the two courses effective I ask you to send asap (as soon as possible) an email to me. This you should do, when you have decided to take part in one of the the courses. This email is necessary for me to get a complete list of you with all your email aliases – for the distribution-list. Last semester this process consumed some weeks, what caused a lot of not necessary trouble.

Some info about your first email to me:

- 1.send it to my googlemail-alias (see following text of the syllabus).**
- 2.mark it under ref./betr.: with IM (for International Management) or IMK (for International Marketing) andfirst contact.**
- 3.text-proposal: "First email contact. Please send your emails as well to my other aliases.....(the last only if you want so) regards student 007".**
- 4.If you are registered for both courses, send me 2 Emails, please.**

Thanks a lot for your cooperation and send the emails. I am looking forward for an interesting semester with you.

Ken-Peter Paulin lecturer

Berlin, September 2006

Wintersemester 2006 Lehrdisposition - syllabus

Course outline

1. **Course title:** **International Marketing** (IMK)
2. **Course number:** **D5 Spez BWL**
3. **Credits:** 3
4. **Name of instructor:** Dr.-Ing. Ken-Peter Paulin
(paulin@fhtw-berlin.de)
paulin.kenpeter@gmail.com
5. **Course description:** This course offers an intensive introduction to the theory and practice of international marketing, offering an advanced, integrative view. The course will focus on environments that international marketers must consider, linkages between marketing and development of international competitive strategies, design and execution of international marketing programs, and organization and coordination of international marketing operations. The course will evaluate global issues and concepts that confront today's international marketers at all levels of international involvement.
6. **Course objectives:** Develop a basic understanding of international marketing concepts as well as a global view. Develop recognition of challenges and opportunities faced today by management. Develop analytical skills and apply them to the academic, organizational and life needs.
7. **Course content:** Course books, case studies, homework, exams.
8. **Course requirements:** Reading the textbooks as well as case studies. Research through the internet for the following lectures, what will be given out during the previous class. There will be a final examination.
9. **Grading guidelines:** The grade will be divided in the following manner:

30% self tests
70% final presentation

Details of the grading procedure will be discussed in class. One mandatory part of the homework is the execution of the "Students self test questions" out of the Ghauri & Cataora – homepage for all relevant chapters – see last column in the following course schedule. The results of the quizzes should be sent to the lecturer before each chapter. They should be part of the preparation for all students.

10. **Books:** A) International Marketing (2/e) by Dana-Nicoleta Lascu ISBN 1-59260-167-7. Publisher: atomicdogpublishing. **The course will mainly follow this book.**

<http://www.atomicdogpublishing.com/Home.asp?Session=175902A2-F091-4570-9E36-811332ABE2E7>

B) International Marketing (2/e) by Ghauri & Cateora ISBN 0-07-7108302. Publisher: McGraw Hill Higher Education

http://highered.mcgraw-hill.com/sites/0077108302/student_view0/index.html

11. Location room HG 103

12. Time Thursday 17:15 – 18:45

13. Last updated: Sep 21, 2006

14. Course schedule:

			SELF-TEST GHAURI CHAPTER	COURSE REGISTRATION ID 29113628060... FOR HOMEPAGE
1	Oct 5	Chapter 1 – Introduction	1	...80
2	Oct 12	Chapter 2 – Int'l Marketing Environment	6	...81
3	Oct 19	Chapter 3 – Int'l Trade	2	...82
4	Oct 26	Chapter 6 – Int'l Marketing Research	7	...83
5	Nov 2	Chapter 7 – Strategic Planning	10	...84
7	Nov 9	Chapter 8 – Expansion Strategy	11	...85
6	Nov 16	Chapter 9 – Branding Decisions	13	...86
8	Nov 23	Chapter 10 – Production and Service Strategies	3	...87
9	Nov 30	Chapter 11 – Int'l Operations and Logistic	12	...88
10	Dec 7	Chapter 12 – Int'l Retailing	4	...89
11	Dec 14	Chapter 14/13 – Publ. Relations and Sales Promotion/-Mix	16	...810
12	Jan 11	Chapter 15 Int'l Personal Selling and Personnel Mgmt.	5	...811
13	Jan 18	Chapter 16 – Pricing Strategy	18	...812
14	Jan 25	Chapter 17 – Implementation	8	...813
15	Feb 8	Exam		