

International Marketing

Summer Term 2018

Dr. Gerhard Wagner

Structure and Literature

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Date	Content	References
16.04.2018	Organization and Introduction: Specific Characteristics of International Marketing	Hollensen 2014, pp. 19-24; Zentes/Swoboda/Schramm-Klein 2013, pp. 1-7
23.04.2018	Internationalization and Basic Orientations in International Marketing	Hollensen 2014, pp. 52-69; Morschett/Schramm-Klein/Zentes 2015, pp. 79- 102; Zentes/Swoboda/Schramm-Klein 2013, pp. 49-65
30.04.2018	Convergence of International Markets	Friedman 2005, pp. 48-173; Ghemawat 2007, pp. 9-32; Hollensen 2014, pp. 25-41, 88-95; Levitt 1983
07.05.2018	Divergence of International Markets	Ghemawat 2007, pp. 33-64; Hollensen 2014, pp. 208-232, 243-263; Morschett/Schramm-Klein/Zentes 2015, pp. 203- 226; Zentes/Swoboda/Schramm-Klein 2013, pp. 18-34
14.05.2018	Strategies for Emerging Markets	Hollensen 2014, pp. 233-242; Morschett/Schramm-Klein/Zentes 2015, pp. 103- 125
21.05.2018	<i>Public holiday (no lecture)</i>	
28.05.2018	Categorical Decision Fields of International Marketing and International Market Selection	Hollensen 2014, pp. 270-289; Zentes/Swoboda/Schramm-Klein 2013, pp. 65-79; 143-165
04.06.2018	Market Segmentation and Timing of Market Entry	Hollensen 2014, pp. 289-307; Zentes/Swoboda/Schramm-Klein 2013, pp. 81-142
11.06.2018	Foreign Operation Modes	Hollensen 2014, 334-397; Morschett/Schramm- Klein/Zentes 2015, pp. 323-363, 389-427; Zentes/Swoboda/Schramm-Klein 2013, pp. 225- 285
18.06.2018	International Marketing Strategy and Marketing Mix: International Product Policy	Hollensen 2014, pp. 479-533; Morschett/Schramm- Klein/Zentes 2015, pp. 481-505; Zentes/Swoboda/Schramm-Klein 2013, pp. 359- 372
25.06.2018	International Marketing Strategy and Marketing Mix: International Communication Policy	Hollensen 2014, pp. 606-649; Zentes/Swoboda/Schramm-Klein 2013, pp. 386- 406
02.07.2018	International Marketing Strategy and Marketing Mix: International	Hollensen 2014, pp. 570-605; Zentes/Swoboda/Schramm-Klein 2013, pp. 406-

	Distribution Policy	414
09.07.2018	International Marketing Strategy and Marketing Mix: International Pricing	Hollensen 2014, pp. 534-569; Zentes/Swoboda/Schramm-Klein 2013, pp. 372-386
16.07.2018	Case Study / Exam Preparation / Question Time	

Literature

Compulsory Reading

Hollensen, S. (2016): Global marketing – A decision-oriented approach, 7. ed., Pearson Education.

Morschett, D.; Schramm-Klein, H.; Zentes, J. (2015): Strategic International Management, 3. ed., Wiesbaden.

Zentes, J.; Swoboda, B.; Schramm-Klein, H. (2013): Internationales Marketing, 3. ed., München.

Further Reading

Albaum, G.; Duerr, E.; Josiassen, A. (2016): International Marketing and Export Management, 8. ed., Harlow u.a.

Baack, D. W.; Harris, E. G.; Baack, D. (2012): International Marketing, 3. Ed, Sage.

Bradley, F. (2005): International Marketing Strategy, 5. ed., London u.a.

Cavusgil, S.T.; Knight, G.; Riesenberger, J.R. (2016): International Business – The New Realities, 4. ed., Upper Saddle River.

Czinkota, M.; Ronkainen, I. (2003): An International Marketing Manifesto, in: Journal of International Marketing, Vol. 11, No. 1, pp. 13-27.

Czinkota, M.R.; Ronkainen, I.A. (2012): International Marketing, 10. ed., Mason, OH.

de Mooij, M.d. (2013): Global Marketing and Advertising – Understanding Cultural Paradoxes, 4. ed., Thousand Oaks u.a.

Doole, I.; Lowe, R. (2012): International Marketing Strategy, 6. ed., London.

Friedman, T. L. (2005): The world is flat: A brief history of the twenty-first century. Macmillan.

Ghemawat, P. (2007): Redefining global strategy: Crossing borders in a world where differences still matter. Harvard Business Press.

Keegan, W.J.; Green, M. (2016): Global Marketing, 9. ed., Englewood Cliffs.

Kotabe, M.; Helsen, K. (2014): Global Marketing Management, 6. ed., Hoboken, NJ.

- Kotler, Ph.; Keller, K.L. (2015): Marketing Management, 15. ed., Upper Saddle River, New Jersey.
- Kutschker, M.; Schmid, S. (2010): Internationales Management, 7. Aufl., München u.a.
- Levitt, T. (1983): The globalization of markets, in: Harvard Business Review, Vol. 61, pp. 92-102.
- Mühlbacher, H.; Leih, H.; Dahringer, L. (2006): International Marketing: A Global Perspective, 3. ed., London.
- Terpstra, V.; Foley, J.; Sarathy, R. (2016): International Marketing, 11. ed., Garfield Heights, OH.
- Wagner, G.; Schramm-Klein, H.; Schu, M. (2016): Determinants and Moderators of Consumers' Cross-Border Online Shopping Intentions, in: Marketing ZFP – Journal of Research and Management, Vol. 38, No. 4, pp. 214-227.