

**Cologne International Business Program**  
**Syllabus**  
**International Marketing**  
**- Fall 2007 and Spring 2008 -**

**Instructor:**

Jan Ebben, MBA  
Open University, UK  
European University of Applied Sciences, Brühl, Germany

**Time:**

45 contact hours: 4 hours (180 minutes) per week

**Office hours:**

After class or by appointment

**Course Goals and Objectives:**

This course involves a mix of lectures and case study work in small groups. After studying the course students should be able to

- Appreciate the strategic significance of international marketing
- Explain the risks of marketing in different cultures and under different legal systems
- Describe a variety of approaches to market entry
- Explain options for adapting products, promotion, prices and distribution to local markets
- Prepare a model plan for market entry.

**Course Content:**

1. Introduction: Globalization
  2. Strategy for transnational and multinational corporations
  3. Gaining comparative advantage
  4. Risks in international marketing
  5. Evaluation of target markets
  6. Market entry strategies
  7. International marketing mix options
  8. International services marketing
  9. Value chain configuration in an international setting
  10. International marketing planning
- Case studies: Philips, Freixenet Cava, Benetton, Walmart
  - Key concepts and models: Kenichi Ohmae's *Triad*, Michael Porter's *National Diamond*, Michael Porter's *Configuration/Coordination Matrix*, Philip Kotler's *International Market Entry Strategies*, Igo Ansoff's *Product/Market Matrix*.

**Course Texts:**

- Kotabe, M. and Helsen, K. (2003) *Global Marketing Management*, John Wiley and Sons
- Levitt, T. (1983) 'The globalization of markets', *Harvard Business Review*, May/June, pp. 152-161
- Segal-Horn, S. (1993) 'The internationalization of service firms', *Advances in Strategic Management*, Vol. 9, pp.31-55

**Student responsibilities:**

- Regular attendance
- Reading assignments
- Presentation of short paper
- Final exam.

**Grading:**

- Class participation and presentation of paper (40%)
- Final exam (60%).