

International Strategic Marketing Management

Course number E068	ECTS Credits 5	Language English	Semester Summer	Level PG
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Lecturer(s)	Korez Vide Romana, PhD, Assist. Prof.
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Content	<ul style="list-style-type: none"> - Globalisation of markets and international dimensions of firm competitiveness - International strategic marketing management (ISMM) and international firm development - International manager in global market environment - Internationalisation process and business strategy - ISMM, firm growth strategy and market position development on global markets 	<ul style="list-style-type: none"> - International market portfolio, market selection and marketing opportunities analysis - Strategic dimensions of marketing mix for global market - International strategic marketing management process - International project and B2B marketing - Dynamics of societal development in global economy and ISMM.
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Textbooks	<p>Compulsory textbook: Hollensen, Svend (2017). Global Marketing: A Decision Oriented Approach. 7th ed. London. Prentice Hall (selected chapters).</p> <p>Additional textbooks: Johansson, Johny K. (2009). Global Marketing: Foreign Entry, Local Marketing, and Global Management. 5th edition. New York: McGraw-Hill Higher Education. de Mooij, Marieke (2010). Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising. 2nd edition. London: Sage Publications. Ghemawat, Pankaj (2007). Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. Boston: Harvard Business School Press.</p>
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Objectives	<ul style="list-style-type: none"> - Develop understanding of linkages between the globalisation and firm growth strategies. - Develop a holistic insight into strategic management of a firm international business expansion. - Develop a comprehensive understanding of levels for firm's international competitiveness building through the internationalization process. - Develop ability to make professional judgements in designing strategies for firm's market position development in global market context. - Develop ability to use appropriate analytical tools in the process of ISMM. - Gain the ability for guiding systematically the strategic international marketing activities of a firm in the global marketplace. 	
Learning and teaching methods	<ul style="list-style-type: none"> Lectures on key concepts in ISMM Team case study analyses 	<ul style="list-style-type: none"> Presentation of team seminar research paper Individual study
Assessment	Written exam 50 %	Team seminar research paper 50%

