

<b>Name:</b>			
<b>International Marketing Strategy Simulation</b>			
<b>Responsible:</b>			
Professor Christina Sichtmann, University of Vienna			
<b>Program:</b>	<b>Type:</b>	<b>Term:</b>	<b>ECTS:</b>
Master	Seminar		6 CP
<b>Time and Venue:</b>			
<b>Contents &amp; Objectives:</b>			
<p>The objective of this simulation course is to develop hands-on skills of how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges pertaining to corresponding decisions by playing the role of a responsible manager for a major consumer products company. Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place and product) and will get immediate feedback on the consequences of their actions. After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing.</p>			
<b>Prerequisites:</b>			
Students taking this course must have already successfully completed an introductory Marketing course offered at Master level. Exchange students must have successfully completed an equivalent course at their home university.			
<b>Course structure:</b>			
<b>Part</b>	<b>Content</b>		
1	International marketing planning		
2	International marketing strategy simulation		
<b>Literature:</b>			
<b>Grading:</b>			
<b>Contact:</b>			
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