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European Marketing

- Syllabus -

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Content

1. Introduction
 - 1.1. Selected Issues in European Marketing
 - 1.2. Particularities of European Marketing
 - 1.3. Motives for and Barriers of European Marketing
 - 1.4. Consumer Goods vs. Industrial Goods
2. Market Homogeneity and Market Heterogeneity
 - 2.1. The Impact of Culture
 - 2.2. The Impact of Legislation
 - 2.3. Socio-demographics
 - 2.4. Emerging Markets
3. Market Selection
 - 3.1. Assessing International Markets
 - 3.1.1. Industry Analysis: The Five-Forces Model
 - 3.1.2. International Marketing Research
 - 3.2. Market Segmentation
 - 3.3. The Selection Process
 - 3.4. Timing Issues
4. Market Entry Strategies
 - 4.1. Export
 - 4.2. Licensing
 - 4.3. Franchising
 - 4.4. Joint-Ventures
 - 4.5. Production Subsidiaries
 - 4.6. Entry Modes for Services

5. Marketing Strategy and Marketing Mix

5.1. Competitive Strategy and Positioning

5.2. Product Policy

5.2.1. Product Standardisation vs. Product Adaptation

5.2.2. Product Life Cycles

5.3. Distribution Policy & Distribution Logistics

5.3.1. International Distribution Channels

5.3.2. European Retailing

5.3.3. Verticalisation of Manufacturers

5.3.4. International Marketing on the Internet

5.3.5. Distribution Logistics

5.4. Communication Policy

5.4.1. Branding Decisions

5.4.2. Country of Origin as Brand Element

5.4.3. Advertising Strategy and Media Strategy

5.4.4. Sales / International Negotiations

5.5. Pricing Policy

5.5.1. Price Standardisation vs. Price Adaptation

5.5.2. Grey Markets

5.5.3. Terms of Payment / Currency Aspects

5.5.4. Counter Trade

5.5.5. Transfer pricing

5.6. Managing International Customer Relationships

Bibliography

Hollensen, Svend (2007): Global Marketing, 4th ed., Pearson Education: Edinburgh Gate, ISBN 978-0-273-70678-6

Prahalad, C.K.; Hart, Stuart (2002): The Fortune at the Bottom of the Pyramid, in: strategy+business, Issue 26, First Quarter.

In addition, a number of articles will be provided during the lecture.

Further Reading

Ghuri, Pervez; Cateora, Philip (2006): International Marketing, 2nd ed., McGrawHill Education: Maidenhead, ISBN 978-0-07710830-4.

Keegan, Warren; Green, Mark (2005): Global Marketing, 4th ed., Pearson Prentice Hall, ISBN 0-13-196854-8.

Kotabe, Masaaki; Helsen, Kristiaan (2008): Global Marketing Management, 4th ed., Wiley: Hoboken/NJ, ISBN 978-0-47175527-2

In addition, a number of articles will be provided during the lecture.

The books and articles in the section “Further Reading” are not mandatory but can be used by the students to improve their understanding of specific fields.