

# Entry Exam

The IMM Entry Exam is obligatory for all students willing to study the IMM specialization and taking the courses Foundations and Applications in IMM (former Foundations and Applications in GMM). Please note that you cannot start the IMM specialization or participate in the mentioned courses if you do not pass the entry exam.

**Date, time, and place:** Mon, **March 5<sup>th</sup>**, 2012, **8am** in the **Festsaal**

**Register** for the entry exam via the **web** for the course **#0961** (Foundations in IMM) - Please register for this course only!

## Content of the Entry Exam

The entry exam consists of two sections: (1) **Marketing Basics** and (2) specific topics on **International Marketing Management** based on the referenced articles.

### (1) Marketing Basics

For the Marketing Basics we recommend the following reading material

- Kotler, P., & Keller, K. L. (2011), *Marketing Management*, 14/E (global edition), Prentice Hall.
- or any other "Principles of Marketing" book.

The following list of topics should help you to focus on the most important concepts and models in marketing and to give you some orientation on what to prepare for the entry exam.

- Developing Marketing Strategies and Plans (Chapter 2)
- Collecting Information and Forecasting Demand (Chapter 3)
- Conducting Marketing Research (Chapter 4)
- Analyzing Consumer Markets (Chapter 6)
- Identifying Market Segments and Targets (Chapter 8)
- Setting Product Strategy (Chapter 12)
- Developing Pricing Strategies and Programs (Chapter 14)
- Designing and Managing Integrated Marketing Communications (Chapter 17)

### (2) Specific articles on International Marketing Management

- Ofek, E., & Wathieu, L. (2010). Are You Ignoring Trends That Could Shake Up Your Business?. *Harvard Business Review*, 88(7/8), 124-131.
- Comstock, B., Gulati, R., & Liguori, S. (2010). Unleashing The Power Of Marketing. *Harvard Business Review*, 88(10), 90-98.
- Chakravorti, B. (2010). Finding Competitive Advantage in Adversity. *Harvard Business Review*, 88(11), 102-108.
- Edelman, D. C. (2010). Branding in The Digital Age. *Harvard Business Review*, 88(12), 62-69.
- Douglas, S. P., & Craig, C. S. (2011). Convergence and Divergence: Developing a Semiglobal Marketing Strategy. *Journal of International Marketing*, 19(1), 82-101.
- Carr, C., & Collis, D. (2011). Should You Have a Global Strategy? *MIT Sloan Management Review*, 53(1), 21-24.
- Bell, D. E., & Shelman, M. L. (2011). KFC's Radical Approach to China. *Harvard Business Review*, 89(11), 137-142.
- Rangan, V., Chu, M., & Petkoski, D. (2011). Segmenting the Base of the Pyramid. *Harvard Business Review*, 89(6), 113-117.

The entry exam reader is **now available** at the Management Book Shop.

## Administrative information for the Entry Exam

- The ***exam format*** consists of **open ended questions** and **calculations**
- The ***exam language*** is **English**

To view an example of the exam questions, please click [here](#).