

Hessen:IWU / Winter University Programme 2024 – Course Outline

<https://wup.h-da.de/>

International Marketing and Sales

PROFESSORS

Academic Directors

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Guest lecturer

Professor Dr. Leslie Hollingsworth, Director School of Business, University of Wisconsin Platteville (USA)

1) INFORMATION ON THE COURSE CONTENT

COURSE DESCRIPTION

The module '**International Marketing and Sales**' (IMS) deals with the growing importance of Marketing Management for the success of a product and the company. In many industries the ever increasing product adaption and the fierce intensity of competition is placing specific demands on marketing and sales. The absence of differentiation potentials of the actual product can often be compensated by innovative sales and distribution concepts and channels, customer-focused advice and support, as well as effective processes and systems. At the same time sales plays a fundamental role for complex and innovative products and influences the economic success of a company. Empirical studies show e.g. the high success relevance of the sales process: besides product satisfaction, customer satisfaction in the actual sale and after service is a customer loyalty factor – or the reason for customer churn. As a result, the sales department is gaining strategic importance with the company management.

This module is composed of lectures and tutorials which provide knowledge about the use of international marketing tools. Students will learn how to manage complex international marketing concepts. Different requirements of BtoB and BtoC customer segments, various industries as well as of selling services or products are considered in this module study.

LEARNING OBJECTIVES

To provide an introduction to the basics of international marketing

Students should be able to conceptualize an international marketing concept and an international sales strategy

COURSE MATERIALS

Ghauri, P., International Marketing, London 2014

Hollensen, S., Global marketing, A decision oriented approach, Pearson Education, Essex 2014

Neu, M., Verkaufsmanagement, Berlin Verlag 2006

Mallik, P., Sales Management, Oxford University Press 2012

TENTATIVE CLASS SCHEDULE

Class hours: 70 contact hours

Self-study: 30 contact hours

(1 contact hour = 45 minutes)

<i>Date</i>	<i>Topic</i>	<i>Type of Seminar</i>
Dec. 02, 2023 01.00-2:30pm CET	Part 1: Virtual Pre-Arrival Session Part 2: Academic introduction	Online
Dec. 08, 2023 1:00-2:30pm CET	Virtual company visit: Lufthansa	Online
Dec. 16, 2023 (tbc) 1:00-2:30pm CET	Introduction International Marketing	Online
Dec. 22, 2023 (tbc) 1:00-2:30pm CET	Introduction Sales Management	Online
Dec. 28, 2023	Arrival in Darmstadt	Darmstadt
Dec. 29, 2023	Welcome Ceremony, City Tour, Welcome Dinner	Darmstadt
Dec. 30, 2023	Intercultural Training	Darmstadt
Jan 02, 2024	Sales Management: Introduction and Face to Face and Selling	Darmstadt
Jan 03, 2024	Sales Management: Written and Telephone Sales, E-Commerce	Darmstadt
Jan 04, 2024	Excursion: Loop5 (Shopping Center) case study/analysis	Darmstadt
Jan 05, 2024	Sales Management: Final test/presentations	Weierstadt
Jan 08, 2024	International Marketing: Market Entry Decisions	Darmstadt
Jan 09, 2024	Excursion: WEC GmbH – Winter Events /Sports Marketing	Wiesbaden
Jan 10, 2024	Excursion: Stihl – Guided tour through the sales department and presentation of international marketing campaigns	Dieburg
Jan 11, 2024	International Marketing: Global Cultural Dimensions and their Marketing Impacts	Darmstadt
Jan 12, 2024	International Marketing: Final test/presentations	Darmstadt
Jan 13, 2024	Departure from Darmstadt	

2) INFORMATION ON CLASS PARTICIPATION, ASSIGNMENTS AND EXAMS

ASSIGNMENTS

Active participation and group work on a regular basis.

EXAMS

Group presentation of a project assignment and/or final exam.

PRACTICE MATERIALS

(Online) manuscripts to be prepared and distributed among the participants via Moodle as online learning system.

PROFESSIONALISM & CLASS PARTICIPATION

Students are expected to attend the classes and dedicate 1-2 hours a day for preparation through reading and self-study. The participation and self-study will enable the students to answer questions, lead discussions and to contribute with own ideas and opinions.

MISSED CLASSES

No more than 10% of the contact hours can be missed for successful completion of the course module. If students miss a lecture or workshop it is their own responsibility to obtain information on the topics.

In the event of sickness, a medical certificate must be presented to the Winter University Programme coordinator.

3) INFORMATION ON GRADING AND ECTS

ACADEMIC STANDARDS

Upon successful completion, 4 ECTS will be awarded for the class.

According to the rules of ECTS, one credit is equivalent to 25-30 hours student workload.

GRADING SCALE

Percentage	Grade		Description
90-100%	15 points	1.0	very good: an outstanding achievement
	14 points		
	13 points	1.3	
80-90%	12 points	1.7	good: an achievement substantially above average requirements
	11 points	2.0	
	10 points	2.3	
70-80%	9 points	2.7	satisfactory: an achievement which corresponds to average requirements
	8 points	3.0	
	7 points	3.3	
60-70%	6 points	3.7	sufficient: an achievement which barely meets the requirements
	5 points	4.0	
0-60%	4 points	5.0	not sufficient / failed: an achievement which does not meet the requirements
	3 points		
	2 points		
	1 point		
	0 points		

This course description was issued/updated on September 22, 2023. The program is subject to change.