



## International Winter University Programme 2023 – Course Outline

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

# Business Module: International Marketing and Sales

### CLASS HOURS

Consult program schedule

### PROFESSORS

#### Academic Directors

Name: Prof. Dr. Matthias Neu

Office: Max Planck Str. 2, 64807 Dieburg

Office hours: by appointment

## 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. The teaching and learning contents and objectives as well as the structure of the module are geared mainly towards students of economics and business administration.

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

Ghuri, 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

<i>Date</i>	<i>Topic</i>	<i>Type of Seminar</i>
Dec. 10, 2022	Virtual Opening Ceremony	Online
Dec. 16, 2022	(Online) Seminar: Introduction International Marketing	Online
Dec. 23, 2022	(Online) Seminar: Introduction Sales Management	Online
Dec. 29, 2022	Arrival in Darmstadt	On-site (Darmstadt)
Dec. 30, 2022	Intercultural Training	On-site (Darmstadt)
Jan 02, 2023	Lecture Sales Management, Introduction and Face to Face and Selling	On-site (Darmstadt)
Jan 03, 2023	Academic Excursion	On-site (Darmstadt)
Jan 04, 2023	Lecture Sales Management, written and telephone sales	On-site (Darmstadt)
Jan 05, 2023	Excursion: tour through the innovation and start-up HUB31 with focus on sustainably technology solutions e.g. e-boats, drones, robotics and automated transportation systems, 3D-printers etc.	On-site (Darmstadt)
Jan 06, 2023	Lecture Sales Management, E-Commerce and Complaint Management	Online
Jan 09, 2023	Lecture International Marketing, Introduction und Market entry decisions	On-site (Darmstadt)
Jan 10, 2023	Excursion: Guided tour through Stihl Sales Departement in Dieburg and presentation of International Marketing Campaigns	On-site (Dieburg)
Jan 11, 2022	Lecture International Marketing, Product, Place, Price, Promotion	Online
Jan 12, 2022	Excursion: Tour through Lufthansa Airbase and presentation about International Marketing of Deutsche Lufthansa	On-site (Frankfurt)
Jan 13, 2022	Final Exam or Presentations	On-site (Darmstadt)
Jan 14, 2022	Departure from Darmstadt	On-site (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 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 on May 15, 2022. The program is subject to change.