

## Hessen:IWU – International Winter University Program 2026 – Course Outline

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

# International Marketing and Sales

### PROFESSORS

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### 1) INFORMATION ON THE COURSE CONTENT

#### COURSE DESCRIPTION

The course *International Marketing and Sales (IMS)* examines the increasing importance of international marketing and sales in driving business success across global markets. In many industries, strong product innovations and rising competition create major challenges for companies. When it's difficult to stand out based on products alone, competitive advantage often depends on innovative sales strategies, customer-oriented services, and efficient systems and processes.

You'll learn how companies use international marketing and sales to respond to these challenges—especially in complex or fast-moving industries. Sales plays a particularly important role in launching innovative products and shaping long-term business performance. Research shows that customer satisfaction is influenced not only by the product itself, but also by the quality of the sales experience and after-sales support. These factors are often what build customer loyalty—or lead to customer loss. For that reason, sales is becoming a more strategic part of business management.

Through a combination of lectures and practical exercises, this course gives you the tools to understand and handle complex international marketing and sales concepts. You'll explore the different needs of B2B (business-to-business) and B2C (business-to-consumer) markets, consider how marketing and sales vary across industries, and learn how to market both products and services internationally.

This course is ideal for undergraduate students interested in international business, marketing, or management. It offers practical insights and skills that will help you understand how companies succeed in today's global, customer-driven world.

#### LEARNING OBJECTIVES

By the end of the course, students will be able to:

- Analyze the strategic role of international marketing and sales in driving business performance, particularly in competitive and innovation-driven industries.
- Apply key marketing and sales concepts to real-world international contexts, taking into account the specific needs of B2B and B2C customer segments, as well as different industries and market environments.
- Evaluate the impact of sales processes, customer orientation, and after-sales support on customer satisfaction, loyalty, and long-term business success.
- Develop and present practical international marketing concepts and sales strategies for international products or services, demonstrating an understanding of global market dynamics, distribution channels, and customer relationship management.

## 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: 60 contact hours

Self-study: 60 contact hours

(1 contact hour = 45 minutes)

<i>Date</i>	<i>Topic</i>	<i>Type of Seminar</i>
December 2025	Virtual Pre-Arrival Session	Online
December 2025	Academic introduction	Online
December 2025	Introduction International Marketing	Online
December 2025	Introduction Sales Management	Online
December 28, 2025	Arrival in Darmstadt	Darmstadt
Jan 02, 2025	Seminar: Personal Selling	Darmstadt
Jan 05, 2026	Seminar: Sales by Telephone and Written Communication	Darmstadt
Jan 06, 2026	Company visit: Stihl	Dieburg
Jan 07, 2026	Seminar: E-Commerce & Social Commerce	Darmstadt
Jan 08, 2026	Seminar: Complaint Management	Darmstadt
Jan 09, 2026	Seminar: Internationalization	Darmstadt
Jan 12, 2026	Seminar: Market Entry Modes	Darmstadt
Jan 13, 2026	Company visit: Lufthansa	Frankfurt a. M.
Jan 14, 2026	Seminar: Product and Price Policy & Distribution Policy	Darmstadt
Jan 15, 2026	Seminar: Communication and International Branding	Darmstadt
Jan 16, 2026	Seminar: Final test/presentations	Darmstadt
Jan 17, 2026	Departure from Darmstadt	Darmstadt

## EXCURSIONS (subject to change)

- Lufthansa AG
- Stihl Holding AG & Co. KG

## 2) INFORMATION ON CLASS PARTICIPATION, ASSIGNMENTS AND EXAMS

### ASSIGNMENTS

Consistent active participation and engagement in group work are expected throughout the course. Between the virtual sessions and in-person seminars, students will be required to complete a group project, which will be presented as part of the course program.

### FINAL 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 all class sessions and dedicate approximately 1–2 hours per day to preparation through assigned readings and independent study. This preparation will enable students to engage actively in class by answering questions, contributing their own ideas and perspectives, and participating in discussions in a meaningful and informed manner.

### MISSED CLASSES

Students may not miss more than 10% of the total contact hours in order to successfully complete the course. In cases of absence, it is the student's responsibility to stay informed about the content and assignments covered during the missed sessions. Absences due to illness must be submitted as a written email before the course to the Winter University Program coordinator.

## 3) INFORMATION ON GRADING AND ECTS

### ACADEMIC STANDARDS

Upon successful completion, 6 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 May 02, 2025. The program is subject to change.