



Winter University Programme – Course Outline

Business Module: International Marketing and Sales

CLASS HOURS

Consult programme schedule

PROFESSORS

Academic Directors

Name: Prof. Dr. Matthias Neu

Office: Max Planck Str. 2, 64807 Dieburg

Email: matthias.neu@h-da.de

Office hours: by appointment

Phone: +49.6151.16-33206

Name: Dr. Gerald Reckert

Office: Max Planck Str. 2, 64807 Dieburg

Email: gerald.reckert@h-da.de

Office hours: by appointment

Phone: +49.6151.16-39203

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 workshops. The lectures and workshops 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. All lectures are additionally attended by one tutor and German students from Darmstadt University of Applied Sciences.

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

Zentes, J.; Swoboda, B.; Schramm-Klein, H. (2013): Internationales Marketing, München 2013

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

Neu, Matthias: Verkaufsmanagement, Berlin Verlag 2006,

Neu, M, Günter, J.: Erfolgreiche Kundenrückgewinnung: Verlorene Kunden identifizieren, halten und zurückgewinnen, Springer Gabler Verlag Wiesbaden 2015

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

TENTATIVE CLASS SCHEDULE

Part 1: Influence of culture on business, international business decision principles

Part 2: International Sales Marketing

During both parts, students will work on different case studies and group presentations.

2) INFORMATION ON CLASS PARTICIPATION, ASSIGNMENTS AND EXAMS

ASSIGNMENTS

Active participation and group work on a regular basis.

EXAMS

Exam in total 90 minutes

PRACTICE MATERIALS

Manuscripts to be prepared and distributed among the participants

Laptop

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 coordinators.

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		