

VT International Marketing- and Sales Management (IM 6/7)

Lecturer

Prof. Dr. habil. Klaus Kellner, Prof. Dr. Hariet Köstner, Prof. Dr. Manfred Uhl, N.N.

Module coordinator

Prof. Dr. Hariet Köstner

Intended learning outcomes

Part 1 (International Marketing)

Students shall obtain awareness and expertise about the globalization of markets, new markets and changing markets. They shall develop an international market - and customer-focused understanding of business, the meaning of economic, cultural, political and technological conditions and about the most common tools in international and global marketing management. They shall recognize and know about the different strategies, questions of segmentation and possibilities of market entry. They shall be familiar with the common instruments of marketing communication and will be able to apply those.. Students are taught to apply marketing management knowledge specifically to product- and customer relationship management.

Part 2 (Product- and Customer Relationship Management)

Students are introduced to the philosophy and methods of a modern strategic and operative product management. They shall be able to work with lifecycle management, connected to all the other main functions of a company dealing with products (R&D, Quality, Supply Chain, Production, HR, Controlling, Sales, Communication...). They further shall obtain competence to manage customer relationships in order to raise the benefit for both, company as well as customer. They also understand the link to the other main functions of dealing with customers. They shall learn about the responsibility to be the only function generating business. They shall become familiar with the process of business research, particularly concerning sample theory, questionnaire design and statistical analysis. They are trained to design a constructive questionnaire, which meets the requirements of the customers' briefing. They shall be able to analyze the data, which results from a business research project, with descriptive data analysis, regression techniques and interpret the statistical measures and significance tests in a correct manner.

Additionally students shall acquire skills to prepare and present communication topics in front of their peers.

Courses

- International Marketing (Prof. Dr. Manfred Uhl, N.N.)
- Product- and Customer Relationship Management (Prof. Dr. habil. Klaus Kellner, Prof. Dr. Hariet Köstner, N.N.)

Content

Part 1: International Marketing

- Principles of global marketing
- Social, cultural, economic, political, legal environment
- Global marketing strategies, segmentation and market entry
- International Brand Management
- International Marketing Communication (selected instruments)

Part 2: Product- and Customer Relationship Management

- Strategic and operative product management
- Modern customer relationship management

- Profiles as the key points of successful product management and sales/CRM
- Instruments of modern product management and sales/CRM
- Process of business research
- Questionnaire design
- Analysis and interpretation of data

Teaching & Learning methods

- Interactive lecture
- Presentations by students
- Real life cases
- Guest lectures and/or study trip

Media

Presentation with projector, flipchart, whiteboard, etc.

Special Aspects:

Literature

Part 1

- Berekoven, Ludwig / Eckert, Werner / Ellenrieder, Peter, Marktforschung, 11. Aufl., Wiesbaden 2006
- Hofbauer, Günter, Professionelles Produktmanagement, 2. Aufl., Erlangen 2011
- Hofmaier, Richard, Marketing, Sales and Customer Management, 4. Aufl., Oldenburg 2015
- Homburg, Christian, Sales Excellence, 7. Aufl., Wiesbaden 2012
- Kellner, Klaus, Kommunale Profilierung, Augsburg 2007
- Malhotra, Naresh K. / Birks, David F. / Wills, Peter, Marketing Research – An Applied Approach, 4th edition, Essex 2012
- Presentations by lecturer

Part 2

- Ghauri, Pervez / Cateora, Philip, International Marketing, 4th edition, 2014
- Berndt, Ralph / Fantapie Altobelli, Claudia / Sander, Matthias, Internationales Marketing Management, 4. Aufl., Berlin 2010
- Keegan, Warren J. / Green, Mark C., Global Marketing, 8th edition, Harlow 2015
- Kotabe, Masaaki / Helsen, Kristiaan, Global Marketing Management, 4th edition, Hoboken 2008
- Kotler, Philip / Armstrong, Gary, Principles of Marketing, 15th edition Harlow 2012
- Usunier, Jean-Claude / Lee, Julie Anne, Marketing Across Cultures, 6th edition, Harlow 2013
- Presentations by lecturer

Course organization

ECTS-Credits	SWS	Language
12	8	English
Kind of module	Turnus	Duration
Study focus	Summer semester	1 semester
Studyphase: 3 rd to 4 th study year		

Prerequisite for participation in the Module**Prerequisites according to the study and examination regulations**

- § 7 study and examination regulations
- Successful participation in “Introduction to Marketing-Management”, IM 1

Recommended Preparation / Reading

Interest in marketing, sales and communication topics as well as marketing research.

Workload

12 ECTS- x 30 hours: 360 hours
combined out of:

Attendance	Preparation / Homework / Self-study	Time for exercises and group work
90 hours	125 hours	25
Semester project / Presentation	Exam preparation	Exam time
60 hours	60 hours	60 minutes

Prerequisite and information for the exam

- Presentation and written exam of each part
- Final grade as the result of four single grades
- Attendance and participation; max. two missed classes permissible

Exam requirements

Presentation and written exam of each part

Weighting in the examination

Final grade: 50% International Marketing (25 % presentation, 25 % written exam part 1)
50% Product- and Customer Relationship Management (25 % presentation, 25 % written exam part 2)