

Vertiefungsangebot 6. Semester (Sommersemester) / 1. Vertiefungsmodul

Dies stellt eine unverbindliche Übersicht an Vertiefungsmodulen im Sommersemester dar. Das semesteraktuelle Angebot finden sie im aktuellen Studienplan bzw. in Moodle. Bei zu geringen Anmeldezahlen für ein Vertiefungsmodul kann dieses im jeweiligen Semester entfallen.

VT International Marketing	
Lecturers: Prof. Dr. habil. Klaus Kellner Prof. Dr. Manfred Uhl Prof. Dr. Hariet Köstner N.N. (Guest lecturer)	Module Coordinator: Prof. Dr. Manfred Uhl
Intended Learning Outcomes Knowledge Targets Part 1: Global Marketing-Management <ul style="list-style-type: none"> The students learn about globalization of markets and the specifics doing business internationally. They identify the meaning and the impact of economic, cultural, political and technological environment and understand the role of brand management. They know about the most common tools in international and global marketing-communication. Part 2: Int. Product- and Sales Management <ul style="list-style-type: none"> The students get solid knowledge of the philosophy and methods of a modern strategic and operative product- and sales management in international markets. They know about the strategic role of business profiling. Additionally, they understand the connections to other main functions dealing with customers (R&D, Quality, Supply Chain, Production, HR, Controlling, Sales, Communication...). Capabilities Part 1: Global Marketing-Management <ul style="list-style-type: none"> Students understand global marketing strategies, ways of market-segmentation and common possibilities for market entry and can develop a company-specific plan for “going international”. In order to avoid risks they are able to check intercultural influence on the business and select appropriate toolset especially for marketing-communication. Part 2: Int. Product- and Sales Management <ul style="list-style-type: none"> The students use the process of business profiling as key for successful product- and sales-management. They work with lifecycle management, connected to all the other main functions of a company dealing with products. They also manage the connections to the other main functions dealing with customers. Professional Skills Part 1: Global Marketing-Management <ul style="list-style-type: none"> Students adapt an international and intercultural market- and customer-focused understanding of business. They are able to make marketing-management-decisions using a product- and customer-driven balance of adaptation and differentiation. Part 2: Int. Product- and Sales Management <ul style="list-style-type: none"> As well the students get the competence to manage a clear profile and customer relationships in order to rise the benefit for company as well as the benefit for customers. 	

- Finally they have the skills to be responsible for product- and sales-management which is the only function in a company originally generating business.

Content

Part 1: Global Marketing-Management

- Principles of global marketing
- Social, cultural, economic, political, legal environment of global marketing
- Global marketing strategies, market segmentation and market entry modes
- Brand identity and brand management
- Selected instruments of marketing-communication

Part 2: Int. Product- and Sales Management

- Strategic and operative product management
- Modern customer relationship management
- Business profiling
- Instruments of modern product- and sales management

Sustainability / Digitalisation / Internationality

Special Focus on	Sustainability	Digitalisation	Internationality
	Fundament is a purpose-driven marketing philosophy	Specific meaning of digital marketing communication in international markets	Focus of the entire lecture

Teaching and Learning Methods

Interactive lectures ("Seminaristischer Unterricht") with exercises and case studies ("Übungen"), including presentations by students, real life cases, guest lectures and/or study trip.

Relation / Interface to other Modules

Elective modules (e.g. SPSS, marketing analytics, online marketing, marketing projects) and all modules of customer- and market-oriented management

Literature

Part 1: Global Marketing-Management

- Armstrong, Gary / Kotler, Philip / Opresnik, Marc O., Marketing - An Introduction, 14th edition, Harlow 2020
- Berndt, Ralph / Fantapie Altobelli, Claudia / Sander, Matthias, Internationales Marketing Management, 6. Aufl., Berlin 2020
- Ghauri, Pervez N. / Cateora, Philip, International Marketing, 5th edition, Berkshire 2021
- Hofstede, Geert / Hofstede, Gert Jan / Minkov, Michael, Cultures and Organizations, 3rd edition, 2010
- Hollensen, Svend, Global Marketing, 8th edition, Harlow 2020
- Keegan, Warren J. / Green Mark C., Global Marketing, 10th edition, Harlow 2020
- Kotler, Philip / Kartajaya, Hermawan / Setiawan, Iwan, Marketing 5.0, Hoboken 2021
- Meffert, Heribert / Burmann, Christoph / Becker, Christian, Internationales Marketing-Management, 4. Aufl., Stuttgart 2010
- Meyer, Erin, The culture map, New York 2014

Part 2: Int. Product- and Sales Management

- Scheed, Bernd / Scheed Petra, Strategisches Vertriebsmanagement: Methoden für den systematischen B2B-Vertrieb im digitalen Zeitalter, 2. Auflage, Wiesbaden 2021

<ul style="list-style-type: none"> • Biazzo, Stefano / Filippini, Roberto, Product Innovation Management: Intelligence, Discovery, Development, Basel 2021 • Stark, John, Product Lifecycle Management: 21st Century Paradigm for Product Realisation. (Volume 1), Basel 2020 • Woods Harrison, Sales Management, New York 2022 		
CPs 12	SWS 8	Language English
Type of Module Study focus	Turn Summer term	Duration 1 semester
Term of Study: 3 rd year, 6 th semester		
Mandatory Prerequisites for Participation: According to § 7 Study and Examination Regulations (SPO) of the Study Program “International Management”, at least 80 CPs must be achieved in order to start with the study program of the 5 th semester onwards. CPs gathered in elective modules are not taken in account.		
Recommended Prerequisites: Interests in marketing, product, sales and communication topics		
Workload 12 CP x 30 hours = 360 hours		
Course Attendance 90 h	Preparation / Homework / Self Study 60 h	Time for Exercises and Group Work 70 h
Seminar Paper / Semester Project / Presentation Preparation 140 h	Exam Preparation	Exam Time
Prerequisites for the Exam Presentation and seminar paper (each part) Attendance, involvement and teamwork		
Exam Requirements Presentation and seminar paper (each part)		Weighting of Final Grade Presentation: 50% Seminar paper: 50 %
Grading Scale According to § 20 General Study and Examination Regulation (Allgemeine Prüfungsordnung Technische Hochschule Augsburg) in its current version.		