

## Hessen:IWU – International Winter University Program 2025 – Course Outline

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

# International Marketing and Sales

## PROFESSORS

### Academic Directors

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## 1) INFORMATION ON THE COURSE CONTENT

### COURSE DESCRIPTION

The module 'International Marketing and Sales' (IMS) deals with the growing importance of international marketing management and sales for the success of a company. In many industries, product innovations and intense competition place special demands on marketing and sales. A lack of differentiation potential can often be compensated for by innovative sales concepts and channels, customer-orientated advice and support as well as effective processes and systems. At the same time, sales plays a fundamental role in complex and innovative products and influences the economic success of a company. Empirical studies show, for example, that the sales process is highly relevant to success: in addition to product satisfaction, customer satisfaction in actual sales and after-sales service is a customer loyalty factor - or the reason for customer churn. For this reason, sales is also becoming increasingly strategically important for company management.

This module consists of lectures and exercises that impart knowledge about the use of international marketing and sales concepts. Students learn how to handle complex international marketing concepts. Different requirements of BtoB and BtoC customer segments, different industries and the distribution of services or products are taken into account in this course.

### 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

Class hours: 75 contact hours

Self-study: 60 contact hours

(1 contact hour = 45 minutes)

<i>Date</i>	<i>Topic</i>	<i>Type of Seminar</i>
December 2024	Part 1: Virtual Pre-Arrival Session Part 2: Academic introduction	Online
December 2024	Introduction International Marketing	Online
December 2024	Introduction Sales Management	Online
Jan 02, 2025	Arrival in Darmstadt	Darmstadt
Jan 06, 2025	Seminar: Personal Selling	Darmstadt
Jan 07, 2025	Seminar: Sales by Telephone and Written Communication	Darmstadt
Jan 08, 2025	Company visit: Stihl	Dieburg
Jan 09, 2025	Seminar: E-Commerce & Social Commerce	Darmstadt
Jan 10, 2025	Company visit Munich	Munich
Jan 13, 2025	Seminar: Complaint Management	Darmstadt
Jan 14, 2025	Seminar: Internationalization	Darmstadt
Jan 15, 2025	Seminar: Market Entry Modes	Darmstadt
Jan 16, 2025	Seminar: Product and Price Policy	Darmstadt
Jan 17, 2025	Company visit: Lufthansa	Frankfurt a. M.
Jan 20, 2025	Seminar: Distribution Policy	Darmstadt
Jan 21, 2025	Seminar: Communication and International Branding	Darmstadt
Jan 22, 2025	Seminar: Final test/presentations	Darmstadt
Jan 23, 2025	Departure from Darmstadt	

#### **EXCURSIONS (subject to change)**

- Lufthansa AG
- Stihl Holding AG & Co. KG
- Company in Munich, tbc

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

### **ASSIGNMENTS**

In general, active participation and group work on a regular basis is to be expected. Inbetween the virtual sessions and the on-site seminars, students have to work on a project that they will present in class.

### **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 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, 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 April 25, 2024. The program is subject to change.

Preliminary schedule at a glance:

# International Winter University Program 2025



Week 1		Thursday, Jan 02, 2025	Friday, Jan 03, 2025	Saturday, Jan 04, 2025	Sunday, Jan 05, 2025
9:00 - 12:00	Virtual sessions: December 2024  On-site in Darmstadt: Jan. 02-23, 2025	ARRIVAL DAY	Welcome Ceremony	Intercultural training	
12:00 - 13:00			Lunch break		
13:00 - 16:30			Campus tour, city tour		
Evening			Welcome Dinner		

Week 2	Monday, Jan 06, 2025	Tuesday, Jan 07, 2025	Wednesday, Jan 08, 2025	Thursday, Jan 09, 2025	Friday, Jan 10, 2025	Saturday, Jan 11, 2025	Sunday, Jan 12, 2025
9:00 - 12:00	German language course	Academic seminar	German language course	Academic seminar	Academic excursion in Munich	Free time in Munich or visiting Neuschwanstein Castle	Transfer to Darmstadt
12:00 - 13:00	Lunch break	Lunch break	Lunch break	Lunch break			
13:00 - 16:30	German language course	Academic seminar	German language course	Transfer to Munich			
Evening			Optional: Indoor rock climbing				

Week 3	Monday, Jan 13, 2025	Tuesday, Jan 14, 2025	Wednesday, Jan 15, 2025	Thursday, Jan 16, 2025	Friday, Jan 17, 2025	Saturday, Jan 18, 2025	Sunday, Jan 19, 2025
9:00 - 12:00	Academic seminar	Academic seminar	Academic seminar	Academic seminar	Academic seminar	Optional: Visiting Heidelberg	Optional: Visiting Frankfurt a.M.
12:00 - 13:00	Lunch break	Lunch break	Lunch break	Lunch break			
13:00 - 16:30	German language course	Academic seminar	German language course	German language course			
Evening	Optional: Trivia night		Study in Hessen Info session				

Week 4	Monday, Jan 20, 2025	Tuesday, Jan 21, 2025	Wednesday, Jan 22, 2025	Thursday, Jan 23, 2025
9:00 - 12:00	Academic seminar	Academic seminar	Academic seminar	DEPARTURE DAY
12:00 - 13:00	Lunch break	Lunch break	Lunch break	
13:00 - 16:30	German language course	German language course	Closing Ceremony	
Evening				

Optional activities/cultural program: participation is optional, sign up is required

Mandatory events

Mandatory: academic seminar

Mandatory: Intercultural training / German language course