

## Hessen:IWU – International Winter University 2027

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

Syllabus:

# Social Media Marketing and Sales

### PROFESSORS

Academic Directors: Professor Dr. Matthias Neu & Professor Dr. Jan Millemann

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### COURSE DESCRIPTION

The course Social Media Marketing and Sales (SMS) combines two main areas: social media marketing and sales management. It addresses the growing importance of international (social media) marketing management and sales for the success of a company.

The social media marketing component introduces the basic principles of social media communication, different platform logics, and the structural design of effective social media postings. Students learn how various platforms differ in terms of content formats, user behavior, visibility mechanisms, and communication styles. A particular focus is placed on understanding how social media posts are structured in order to generate maximum reach or, depending on the platform, the best possible marketing output. This includes the analysis of post structure, visual and textual elements, hooks, storytelling, platform-specific formats and the interaction between content design and audience response.

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 business success: in addition to product satisfaction, customer satisfaction in actual sales and after-sales service is a key factor in customer loyalty - or a reason for customer churn. For this reason, sales is also becoming increasingly strategically important for company management.

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

### LEARNING OBJECTIVES

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

- Analyze the fundamentals of international social media marketing, including platform logics, communication strategies, content formats, audience engagement, and the role of social media in global marketing management.

- Develop and present an international marketing concept and an international sales strategy by applying relevant marketing and sales principles to different industries, customer segments (B2B and B2C), and international market environments.

### **COURSE MATERIALS**

Ghauri, P., International Marketing, London 2014

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

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

### **WORKLOAD**

This course consists of 50 contact hours and 120 hours of guided self-study (45 minutes each). Self-study includes reading assignments, preparation and follow-up of lectures, independent research, case study work, project and presentation preparation, and exam preparation.

<i>Date</i>	<i>Topic</i>	<i>Location</i>
December 2026	Academic introduction	Online
December 2026	Introduction to Social Media Marketing	Online
December 2026	Introduction to Sales Marketing	Online
Jan 04, 2027	Content & Storytelling	Darmstadt
Jan 05, 2027	Content & Storytelling	Darmstadt
Jan 06, 2027	Platforms	Darmstadt
Jan 07, 2027	User Perception	Darmstadt
Jan 08, 2027	AI in Social Media Marketing	Darmstadt
Jan 11, 2027	Personal Selling	Darmstadt
Jan 12, 2027	Sales by telephone and written communication	Darmstadt
Jan 13, 2027	Lufthansa company visit	Frankfurt a. M.
Jan 14, 2027	E-Commerce & Complaint Management	Darmstadt
Jan 15, 2027	Final test/presentations	Darmstadt

### **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.

## 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 21, 2026. The program is subject to change.

More information about the program on our website

