

Syllabus: “Principles of Marketing”

International School, Summer Term 2025
Rita Bagchi M.A. PGDAPR.

(a) Inhalt und Ansatz | Content and Approach

- The course has been designed for students who are interested in marketing, business, psychology or social studies and want to build a solid foundation for understanding business and trade.
- The course has four parts and focuses on (i) analysing the marketing environment; ii) identifying opportunities and threats emerging from diverse cultural, economic, demographic, political/legal, and competitive environments; iii) explaining the marketing strategy options available to firms; iv) dealing with the international communication, distribution and pricing strategies that support the introduction and development of business in various worldwide markets.
- Course Outline:
 - Defining Marketing and Understanding the Global Marketplace.
 - Business, Government and Institutional Buying.
 - Strategic Planning and Analysing Marketing Environment.
 - Marketing Research : Process and Systems for Decision Making.
 - Consumer Markets and Business Buyer Behaviour.
 - Customer-Driven Marketing Strategy and Marketing Mix
 - Products, Services and Brands.
 - New Product Development and Product Life-Cycle Strategies.
 - Understanding Pricing and Capturing Customer Value.
 - Pricing Strategies.
 - Integrated Marketing Communications.
 - Personal Selling, Relationship Building and Sales Management
 - Distribution Strategies and Marketing Channels
- For the successful completion of the course, the student will be awarded 3 ECTS. Therefore, students should be prepared to spend considerable time working with the study content.
- Participants are required to register for the course via StudIP, where all teaching resources will be made available. If there are problems with the registration via Stud.IP please contact Rita Bagchi via rita_bagchi@yahoo.com

(b) Qualifikationsziele | Learning Objectives

- This course aims to develop an understanding of (i) the international marketing environment, the marketing mix, and international marketing strategies; (ii) specific topics that include the rationale for marketing; (iii) marketing issues related to international economic, financial political, legal, cultural and information technology environments; (iv) international marketing research; (v) market selection and entry; (vi) product adaptation for international markets, promotion, pricing and distribution in various markets; (vii) channel selection and alliances; (viii) strategic issues in international marketing.

(c) Kursstruktur | Course Structure

- 2 lecture hours weekly
Friday 10:00-11:30 online (BigBlueButton)

(d) Kontakt | Contact

- Email: rita_bagchi@yahoo.com

(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination (90 min)
- Examination date: 11/07/25
- 3 ECTS
- It is required to register through QIS during 16/06/25 and 29/06/25 for assessment.