

## Syllabus: “Global Marketing Research Project”

International School  
Summer Term 2021, Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.

### (a) Inhalt und Ansatz | Content and Approach

- The objective of the course is to develop your knowledge and understanding of the global marketing environment and of concepts, tools, and theory that will prepare you to take responsibility for successful global market penetration. The student will learn to research and apply how marketing practices will vary from country to country, due to culture, economic and social circumstances, and societal infrastructure. Therefore, a successful marketing approach in one country will not automatically work in another country due to, customer preferences, competition, distribution channels and communications media differences. This project enables you to understand how Global marketing requires marketers to understand, global and local market similarities and differences. An important task in global marketing research is learning to recognize the extent to which marketing plans and programs might be standardized worldwide as well as the extent to which they need to be adapted.

### (b) Qualifikationsziele | Learning Objectives

- This course is designed for Marketing students, who now use their knowledge to explore the Global market and understand the increasing competitive international environment along with the recent changes in the environment that have challenged the global business. While doing the research project, the student will apply theory into practice. Skills required by international firms.

### (c) Kursstruktur | Course Structure

- **Students must have prior knowledge of Marketing to be able to do the project.**
- 4 lecture hours per week
  - **Wednesdays 16:00 - 17:30**
  - **Thursdays 16:00 - 17:00**

### (d) Kontakt | Contact

- Email: [r.bagchi@hs-sm.de](mailto:r.bagchi@hs-sm.de) | Room: D 0112

### (e) Studien- und Prüfungsleistungen | Course Assessment

- Complete marketing plan project report
- Oral presentation to explain the research theory and concept
- 5 ECTS