

Syllabus: “Principles of Marketing”

International School

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

(a) Inhalt und Ansatz | Content and Approach

- **Why study Marketing?**

- This is probably the first question you should ask yourself as you consider pursuing a course in Marketing. A Marketing degree will open many doors for you in your career, as it is an integral and in-demand job for most companies. There are so many reasons why you might want to study Marketing: it will prepare you to learn, what drives a business, markets they trade in and how. You get to be creative and strategic... the list could go on and on!

- Marketing is a versatile degree that will prepare you for a wide range of careers. Students are attracted to it because they want to build a solid foundation of Understanding Business and Trade.

- **Who should study it?**

- If you are interested in Business, Psychology or Social Studies then you may well be suited to a degree in this exciting field. Marketing covers everything and, so it appeals to a wide variety of students. There is more to Marketing, than simply understanding its role in the business. Marketing has tremendous impact on society.

- **What will you learn?**

- The course has four parts: i) Focus on analysing the Marketing Environment. ii) Identifying opportunities and threats emerging from diverse cultural, economic, demographic, political/legal, and competitive environments. iii) Explains the Marketing Strategy options available to firms. iv) Deals 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

(b) Qualifikationsziele | Learning Objectives

- This course aims to develop an understanding of the International Marketing Environment, the Marketing Mix, and International Marketing Strategies. Specific topics include the rationale for

Marketing; Marketing Issues related to International Economic, Financial Political, Legal, Cultural and Information Technology Environments; International Marketing Research; Market selection and entry; Product Adaptation for International Markets, Promotion, Pricing and Distribution in various Markets; Channel Selection and Alliances; and Strategic Issues in International Marketing.

(c) Kursstruktur | Course Structure

- 2 lecture hours per week (online)
- Course Timings: **Thursday 11:45 -13:15**

(d) Kontakt | Contact

- Email: r.bagchi@hs-sm.de | Room: D 0112

(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination (90 min)
- 3 ECTS