

Syllabus: “Global Marketing Research Project”

International School

Winter Term – 2023-2024, *Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.*”

(a) Inhalt und Ansatz | Content and Approach

A. The course is designed to bear two parts.

Part -1 consists of classroom activity and discussions. Discussions will focus on the application of concepts rather than mere reviewing. Students will understand the impact of customer analysis, cultural, and political environments, risks, competition etc. of entering a global market. Explain how the domestic business differs from international business. Researching and collecting data of the given market. Explaining the reasons why and how this market could be profitable for the desired product. Designing the perfect product or changing the product according to research done to make it a success in the proposed market. Understanding markets and their potentials.

Part-II consists of **Team Project**. The objective of this project is to provide students with experience in applying the concepts and methods of global marketing to a real-world marketing opportunity. Team creates a product from their home country and then finds the best market to sell it in. Each team will create a comprehensive **marketing plan** for a new product, service, event, experience etc. of Lecturer’s or Team’s choice. Workload will be equally divided. It will involve the following:

1. A brief description of the particular product or service should be submitted for Approval. A standard description format will be provided in the first class to assist groups in articulating the project. **Existing brand names cannot be used.**
2. The teams will have to create a marketing plan which will be taught in the marketing class. A description of the existing situation, including target market (highlighting key customer research), company objectives and existing competitors in the marketplace.
3. Identifying these consumers in relevant ways (demographics, lifestyles, knowledge of product, etc.).
4. Explain why the new product/ service would be appropriate for the particular target market. This step will involve market research (one-on-one interviewing of a small group of potential users of the product of service and/or a survey of a larger sample of potential users).
5. The teams will have to provide a plan with a marketing strategy, which should include a description of the product/service and its benefits, pricing and positioning strategy, advertising and promotional plans and the distribution channel(s).
6. Finally, the teams must also consider the following point:-
 - a) Understanding the psychological aspects of buyer behaviour.
 - b) Competitive intelligence.
 - c) Marketing Communications Mix:
 - d) Show clear evidence of Publicity and Public Relations.
 - e) Taking care of Marketing Laws and Ethics.

B. Students can also do the project on their own if they wish.

IMP : This course is designed for Students having prior knowledge of Marketing.

(b) Qualifikationsziele | Learning Objectives

This course enables the student to explore the international markets and to understand the increasing competitive international environment along with the recent changes in the environment that have challenged the global business. The course is designed to make the student a “knowledgeable observer” of the global market place as well as enabling him/her to develop skills to make marketing decisions in a global context. It teaches the importance of international marketing.

AIM:-

The goal of the Project is to check the ability of the students, who, will now be working with other students of various cultural backgrounds. They need to apply the theoretical core marketing concepts they have acquired in their **Marketing** Lectures into practice. They will be required to carry out a Market Research to the best of their ability with the available resources to be able to sell a particular product in a foreign country which is not their Home country. **The marketing project helps the students to find out if an idea or initiative is actually workable, or beneficial to the company.**

(c) Kursstruktur | Course Structure

- 4 hours per week X 15 weeks. (Total No of hours = 60 Semester Credit Hours.)

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|---------------------------------|--------------------|------------------------------------|
| 1. <u>Every Tuesday</u> | 17:45-19:15 | Room: D-117 |
| | + | |
| 2. <u>Every Thursday</u> | 17:45-19:15 | Online Meeting Room on BBB. |

(PLEASE NOTE: Both classes must be attended)

Tuesdays- Project Work. **Thursdays** – Theories, Applications and Discussions

Credits awarded will be 6. **Classes start from Tuesday, 17th October 2023.**

*** **IMP: Students must have prior knowledge of Marketing.**

***Every student **will have attend both** the classes to attain the **FULL credit points.**
Every student needs to register under both classes.

(d) Kontakt | Contact

- Email: r.bagchi@hs-sm.de | Room: D 0112 . Also online Meeting Room with appointment.

(e) Studien- und Prüfungsleistungen | Course Assessment

At the end of the term, the team members will have to deliver **A Complete Marketing Plan Project Report along with a Power-point Presentation** of their theory and concept as their **final exam**.

Marks will be given for Individual work presented and also complete Team work shown.

Working as a team is vital unless Project done individually. Deadlines have to be observed.

- Credit Points: 6

Examinations:

1. Research Report Submission : 2nd week of January .	60 Marks
2. Research Presentation Date: 30th January 2023.	40 Marks
Total	<hr/> 100 Marks