Syllabus: “Global Market Research Project”
International School
Winter Term 2019/20, Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.

(a) Inhalt und Ansatz | Content and Approach

- This course is designed to bear two parts:
  - Part I: Classroom activity and discussions. Students will understand the impact of economics, cultural, and political environments of global business; explain how domestic business differs from international business; distinguish between domestic business and international business; explain the reasons why international business is important.
  - Part II: Team project (4-5 members). The objective of this project is to provide students with experience in applying the concepts and methods of marketing to a real-world marketing opportunity. Each team has to create a product from its home country; find the best market to sell it in; deliver a comprehensive marketing plan for a new product, service, event, experience etc. of lecturer’s choice. The workload will be equally divided. It will involve the following:
    - 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.
    - 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.
    - Identifying these consumers in relevant ways (demographics, lifestyles, knowledge of product, etc.).
    - 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/service and/or a survey of a larger sample of potential users).
    - 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).
    - Finally, the teams must also consider the following points:
      a) Understanding the psychological aspects of buyer behaviour. How clients make buying decisions and interpret advertising and sales messages.
      b) Competitive intelligence.
      c) Marketing Communications Mix: explaining clearly the elements of marketing communication program including advertising, personal selling, public relations, sales promotion and direct marketing.
      d) Show clear evidence of Publicity and Public Relations.
      e) Taking care of Marketing Laws and Ethics.
(b) Qualifikationsziele | Learning Objectives

- This course enables the students to explore the international marketing 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 students “knowledgeable observers” of the global market place as well as enabling them to develop skills to make marketing decisions in a global context. It teaches the importance of international marketing.
- The goal of the project study is to check the ability of the students, who, will now be working with students of various cultural backgrounds. They need to apply the theoretical core marketing concepts they have acquired in Marketing into practice in order 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 lecture hours per week  
  Tuesday  16.00 - 19.00  
  Room D 0117

(d) Kontakt | Contact

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

(e) Studien- und Prüfungsleistungen | Course Assessment

- Complete marketing plan project report
- Oral presentation
- 6 ECTS