

International Marketing: Working Abroad

- Fast Track -

General Course Details

Title: International Marketing: Going Abroad (MKT3031)

Language: English

Credits: ECTS 3 (4 weekly contact hrs.)

Level: Advanced S

Sessions: One session per week, see current curriculum schedule for actual room and time.

Participants: International Business Program IB, BIB, BIM and ISP students.

Requirements: Participants should have completed all the foundation courses in management - A high proficiency in English is required (B2), this is not a language course.

Lecture Room: **WS2017 Tuesday 19:00-20:30 W1.3.04 and Dec. 16, 9:45 – 13:00**

Lecturers Details

The lecture is performed by the following lecturer:

Name: Prof. Dr. Waldemar Pfoertsch
(for more details: <http://catalog.hs-pforzheim.de> name="Waldemar Pfoertsch")

Office: W2.3.04

Contact: Tel. 07231 28 6266 and email: waldemar.pfoertsch@hs-pforzheim.de

Colloquium: Refer to the current curriculum schedule for dates and times, individual appointments can also be arranged.

My purpose is to assist your learning efforts, if you have any questions relating to the content or structure of the lectures, do not hesitate to contact me.

Course Description

This course provides an introduction to international marketing and detailed knowledge about the concepts and practice of international corporations going abroad. It explains one of the most significant trends in the economic world, the rapid growth of international business. In the course, students will not only be able to identify opportunities for doing international business and how to market in foreign markets, but also learn about the risk and vulnerability of local markets. They also get an understanding of the importance of the international business environment and the difference that exist in the world.

With the help of a text book students learn how to do business abroad in "International Marketing". Other issues like international negotiations, communications across cultural and language barriers, managing people abroad, business etiquette, etc. are also addressed. Students will have the opportunity to incorporate their own experiences and learn from other participants through interaction in class and group work.

Literature

The course is based on the reference books:

Waldemar Pfoertsch (Ed.), Working Abroad – How to understand foreign markets and do business around the globe, 2017

The course materials necessary are available in the elearning platform, after registration for this course. The ebook could be purchased at:

https://www.amazon.de/Working-Abroad-understand-foreign-business-ebook/dp/B074CXWQ7D/ref=sr_1_3?ie=UTF8&qid=1506496432&sr=8-3&keywords=pfoertsch

Learning Objectives

The following illustrates how the course “International Marketing: Going Abroad” supports the Learning Objectives of the International Business programm.

Learning Objectives (General Management)	Contribution of Course
The students demonstrate a broad knowledge of marketing tools, methods and know-how, which are used in an international environment.	The standard theoretical basis and marketing tools are considered (*1) / Foundations of intercultural understanding and doing business abroad
The students are able to communicate/negotiate in English and are able to use the relevant cultural skills necessary to work successfully in an international environment.	The students work in teams consisting of mixed national origins. (*2) and follow ethical business behaviour.
The students understand the business environments, institutions and systems in the Anglo-Saxon and French/Spanish regions and are aware of their implications for International Business.	Introduction to differences between legal and governmental system, learn about the different behavior patterns and specific national situations (*1, *2)
The students are able to analyse problem situations in international business and subsequently develop relevant solutions.	Based upon the knowledge gained the students should understand real-market situations and be able to suggest possible solutions.(#2)

*1 – Theoretical models, eg. culture shock, intercultural differences ...

*2 – To develop answers to a defined situation (case) and subsequently present them, teamwork which has both a group and individual component.

Course Contents

The course consists of 2 weekly contact hours. During a semester approximately 13 sessions are available to consider the following main topics:

Introduction

European/American/German business is international

American performance is weakening. The costs of failure. Why we are innocents abroad. Meeting the international challenge.

Chapter 1

The European/American Way

The first step to understanding another culture is to understand your own. Problems of pace, communications, work attitudes, relationships, space and power.

Chapter 2

Getting Started

Getting the lay of the land. Making contacts and appointments. Meeting the right people. Preparing the first meeting. Presenting the right image. Connections, agents and distributors. Traveling smart.

Chapter 3

Marketing: How to Sell to Foreigners

Global marketing and cultural differences. Rules for successful personal selling. Rules for successful advertising. Promotions. Exhibitions. Preparing goods for shipment.

Chapter 4

Negotiation: How to win Foreign Negotiations

Preparing for the negotiation: strategy, information and planning. Managing the negotiation: positioning, hard bargaining and concession making. Pitfalls in contracts.

Chapter 5

Communicating: How Do I Talk with These People?

How to give and get information. Patterns of communication. The meanings of "yes" and "no". reading between the lines. Learning the language. Interpreters and translations. Preparing for presentations

Chapter 6

Managing People: Getting the Best Performance

Managers, powers and decision making. Work ethic, motivation and incentive systems. Supervision and evaluation. Hiring and firing.

Chapter 7

Skills Transfer and Training

Obstacles to skills and technology transfer. Preparing for the transfer of knowledge. Teaching and training in a foreign culture.

Chapter 8

Business and Social Etiquette

Form over substance. Showing respect. Greetings titles and business cards. Pitfalls in conversation. Entertaining and protocol. Gift giving.

Chapter 9

Getting Things Done: Making the Machinery Work

Negotiating the rules. Who you know. The omnipresence of government. Bribery? Business supports.

Chapter 10

Dealing with Headquarters, Dealing with the Field

The two realities. Problems of distance, isolation and autonomy. Information flow, both ways. Doing the job without going native.

Chapter 11

Managing Personal and Family Life

The frequent traveler: tips for the road. The expatriate family. The single abroad, and culture shock. Preparing for a move. Coping: the special ordeal of the spouse. The shock of reentry.

Chapter 12

The Road for Success: What It Takes to Be a Winner

Are you international/global? Success traits. Rules of thumb for all occasions. Now it's up to you: homework

The detailed schedule with preliminary dates is available at the end of the document.

Didactical Approach and Workload

The course consists of one 1½ hours session per week and awards 4 credits for successful completion of the course. It is therefore expected that at least 4,5 hours are used by the students to prepare themselves for each session and to subsequently review the session.

The didactic approach is a formal lecture, followed by a presentation and discussion of a country/case study by student groups. During the formal lectures it is expected that students are actively involved. In addition, videos and other media will enhance the learning situation.

Every student is required to sign up for the course at the Pforzheim University eLearning platform, where the documentation of materials are available.

The basis for a successful sessions is: mutual respect, trust and fairness, which together with involvement, consistency and a willingness to perform inevitably results in an interesting and stimulating atmosphere in which learning can also be fun. A few fundamental rules should be remembered:

- Punctual Start
- Mobile phones – not to be heard and used!
- Only one person speaks at once (not necessarily the lecturer)
- All relevant material is brought to the sessions, only relevant material analog or digital should be read in class

Method of Assessment

The final score is comprised of class attendance, class participation, group presentation and written assignments. It is computed as follows:

Individual - Class participation:	10% (class attendance, class participation)
Group assignment 1: presentations:	40% (preparation of content, presentation and discussion)
Individual assignment 2: Paper	50% (quality and logic of writing)

Any student has the opportunity to improve their grades up to 10% by submitting an additional case study. The write-up has to be submitted before the end of class.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance (usually 10-15%)

For details please refer to the study rules (*Studien- und Prüfungsordnung, SPO*) of the university.

Group assignment 1: – Country and advertisement case study presentation

The students are asked to form groups and present a assigned country to the lecturer and your classmates. The goal is to concisely show what the country is like and which cultural, social, economic, political and legal factors have to be considered from a marketing perspective. In addition typical advertisement compagnes should be presented and explained. Please up-load the presentation (ppt) or the link (prezi) to the elearning platform **one day before class**.

Individual assignment 2: Paper – Case study write-up

Every student shall complete a country profile and/or case study of a selected company of their country presented, incorporating all of the learned classroom knowledge and additional findings from the company. For your assistance read "What makes a good case?" from Derek Abell. Please upload the document (docx) till **Dec. 30** to the eLearning platform.

Detaile, preliminary Schedule SoSe 2015:

Session	Activity (Chapter to read)
1	Introduction Organization of the course (groups, topics etc.) Oct. 10
2	Chapter 1 Oct. 17
3	Chapter 2 Oct. 24
4	Chapter 3 Nov. 7
5	Chapter 4 Nov. 11
6	Chapter 5 Nov. 14
7	Chapter 6 Dec. 5
8	Chapter 7 Dec. 12
9	Chapter 8/9 Dec. 16 9:45
10	Chapter 10/11 Dec. 16 11:00
11	Chapter 12 Dec. 19

Session	Activity (Chapter to read)
1	Introduction Organization of the course (groups, topics etc.) Oct. 10
2	Marketing and Advertisement in Germany Group 1 Oct. 17
3	Marketing and Advertisement in Peru Group 2 Oct. 24
4	Marketing and Advertisement in Indonesia Group 3 Nov. 7
5	Marketing and Advertisement in Poland Group 4 Nov. 14
6	Marketing and Advertisement in China Group 5 Nov. 21
7	Marketing and Advertisement in Russia Group 6 Dec. 5
8	Marketing and Advertisement in France Group 7 Dec. 12
9	Marketing and Advertisement in England Group 8 Dec. 16
10	Marketing and Advertisement in Group 9 Dec. 16
11	Marketing and Advertisement in Venezuela Group 10 Dec. 16

	Marketing and Advertisement in Singapore Group 11	Dec. 16
	Marketing and Advertisement in New Zealand Group 12	Dec. 19