

Syllabus  
**MKT3091E Global Consumer Goods Marketing**  
Bettina Wikarski  
Summer Semester 2023

<b>Level</b>	Bachelor	
<b>Credits</b>	3 ECTS	
<b>Student Contact Hours</b>	2 hours per week	
<b>Workload</b>	90 hours, 30 contact hours (classroom + virtual classroom) + 60 hours for group work/self-study	
<b>Prerequisites</b>	Lecture of basic principles of marketing	
<b>Time</b>	See course schedule below	
<b>Room</b>	W1.4.01	
<b>Virtual Meetings</b>	<a href="https://us06web.zoom.us/j/85335538798?pwd=QkM3OC-tVNDJTQji0RTBXMytZQ1INQT09">https://us06web.zoom.us/j/85335538798?pwd=QkM3OC-tVNDJTQji0RTBXMytZQ1INQT09</a> all course dates, starting on 15.30	
<b>Start Date</b>	16 March 2023	
<b>Lecturer</b>	<b>Name</b>	Bettina Wikarski
	<b>(Virtual) Office Hours</b>	Thursdays, by individual appointment
	<b>Phone</b>	+49 6831 120 44 86
	<b>Email</b>	<a href="mailto:bw@bettina-wikarski.de">bw@bettina-wikarski.de</a>
		Office Management B.Sc. International Marketing: <a href="mailto:bettina.dietz@hs-pforzheim.de">bettina.dietz@hs-pforzheim.de</a>
<b>Enrolment details</b>	The course has a seat limit.	

Please sign in via email registration to [isp@hs-pforzheim.de](mailto:isp@hs-pforzheim.de)  
with the following mandatory data:

Name	First Name	Matriculation No.	Study Program (Studiengang)
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Sign in from 27 February to 15 March 2023 – 12:00pm

## Outline of the Course

We will dive into the real world of consumers and global consumer goods marketing in retail outlets. The main part of this course is working on a “real case”, together with all members of your international team of students (preferably 3-4, but no more than 5 people). We will focus on the product presentation of multinational brands in physical stores in Pforzheim and use this as a starting point for examining typical challenges of consumer goods marketing, for example targeting & positioning, retail in-store merchandising like promotional packaging & pricing, occasion-based marketing, the physical presentation of products and product displays at the Point of Sale, as well as supporting brand and promotion activities, online and offline.

Each group will choose, or be assigned to, a typical product of a global player, e.g. food & beverages, and will compare the situation outlined above with the situation of this product or a similar product of the same product category in a foreign country. This country is preferably the home country of some of the team members, or a country they feel familiar with. Take the local consumer’s perspective and detect the differences and similarities of local marketing concepts in Germany and abroad!

The lectures at the beginning will give you a short introduction into relevant topics of Global Consumer Goods Marketing for this task and a quick overview how to proceed, step by step. You will learn about standardization of marketing concepts and necessary adaptation to regional and local markets.

A major challenge in international marketing is a deep understanding of consumer needs and consumer behaviour in an international context. Therefore, developing sensitivity for socio-cultural issues, not only for customers in foreign markets, but also for colleagues in international work teams, is an important competence. Working on a marketing case and agreeing on conclusions in your group may be the biggest challenge in this course. The lecturer will help you in this process.

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Presentation
		100%
		Collective
<b>1 Expert Knowledge</b>		
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	... to have expert knowledge in consumer goods marketing (esp. targeting & positioning, retail in-store merchandising, occasion-based marketing, the physical presentation of products and product displays at the Point of Sale, brand and promotion activities, online and offline) and its international challenges.	x
<b>2 Digital Skills</b>		
2.4 ...to handle the professional use of digital technologies in a responsible manner.	... to use digital technologies to search for information for the final presentation (esp. company websites and Social Media).	x
<b>3 Critical Thinking and Analytical Competence</b>		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to apply concepts of segmentation/targeting, positioning, competitor analysis, pricing and promotional campaigns to practical examples.	x

3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to critically reflect on the investigated practical examples.	x
<b>5 Communication and Collaboration Skills</b>			
5.1	...to express complex issues effectively in writing.	... to present the solutions on presentation slides.	x
5.2	...to demonstrate their oral communication skills in presentations.	... to present the solutions in oral presentation.	x
5.3	...to work successfully in a team by performing practical tasks.	... to develop the solutions in a group.	x
<b>6 Internationalization</b>			
6.1	...to understand and explain business challenges in an international context.	... to understand and explain the global challenges of consumer goods marketing.	x
6.3	...to successfully demonstrate awareness of cross-cultural differences.	... to identify international challenges in the practical examples.	x

## Literature and Course Materials

The syllabus, part one of the lecture script and further literature will be ready for download on the e-learning-platform. Go to the lecture "MKT3091E Global Consumer Goods Marketing" where you will find all the material under <https://lms.hs-pforzheim.de/course/view.php?id=1146#section-0>

Further articles might be added during the term. Please sign in with your name and your password.

Recommended literature for the course is:

Jobber, D./ Fahy, J. (2022): Foundations of Marketing, McGraw-Hill Higher Education, 7th edition. ISBN-13: 978-1526849007

## Assessment

There will be two presentations, an ungraded presentation as a midterm review and the final presentation. Both presentations will be held in class and attendance at all presentations is compulsory!

It is the performance of the team that will be graded, so all members of a group get the same grade for the presentations.

The assessment of the presentation is based on the content in the submitted presentation/ written comments, but complemented and verified by the group's answers in class to questions of the lecturer after their presentation.

Participating in the team process is part of the final grade. There will be no individual component to the grades as long as collaboration runs ok. Exception: If social loafing occurs that cannot be prevented by monitoring the team process, there will be individual amendments by the lecturer (no more than 0.7 points) based on the final group grade. If there is proof in good time that students only contribute very scarcely to the group and their assignments, they will be excluded and thus fail the course.

## Course Schedule

			<b>Course dates:</b>
1	Introduction / lectures / forming teams	<b>Classroom W1.4.01</b>	<b>Thursday, 16 March</b> 15.30-17.00; 17.15-18.45;
2	Lectures / individual feed-back to the groups	Virtual meetings	<b>Thursday, 23 March</b> 15.30-17.00; 17.15-18.45
3	Individual feedback to the groups / lectures as needed	Virtual meetings	<b>Thursday, 30 March</b> 15.30-17.00; 17.15-18.45;
4	Individual feedback to the groups / lectures as needed	Virtual meetings	<b>Thursday, 13 April</b> 15.30-17.00; 17.15-18.45;
5	Preliminary in-class-presentations of all groups	<b>Classroom W1.4.01</b>	<b>Thursday, 20 April</b> 15.30-17.00; 17.15-18.45;
6	Individual feedback to the groups / lectures as needed	Virtual meetings	<b>Thursday, 27 April</b> 15.30-17.00; 17.15-18.45;
7	Final in-class-presentations of all groups	<b>Classroom W1.4.01</b>	<b>Thursday, 4 May</b> 15.30-17.00; 17.15-18.45; <b>Please note the additional time slot: 19.00-20.30 !</b>