

Syllabus
MKT3091E Global Consumer Goods Marketing
Bettina Wikarski
Summer Semester 2024

Level	Bachelor										
Credits	3 ECTS										
Student Contact Hours	2 hours per week										
Workload	90 hours, 30 contact hours (classroom + virtual classroom) + 60 hours for group work/self-study										
Prerequisites	Lectures of basic principles of marketing										
Time	See course schedule below										
Registration	There is a seat limit for the course: please register via e-Mail to isp@hs-pforzheim.de ; registration starts 04.03.2024 and ends 14.03.2024 at 12pm										
Room	W1.3.05										
Virtual Meetings	see online time table: https://hic.hs-pforzheim.de/lstf & Moodle: https://lms.hs-pforzheim.de/login/index.php										
Start Date	21 March 2024										
Lecturer	<table><tr><td>Name</td><td>Bettina Wikarski</td></tr><tr><td>Office</td><td>-</td></tr><tr><td>(Virtual) Office Hours</td><td>Thursdays, by individual appointment</td></tr><tr><td>Phone</td><td>+49 6831 120 44 86</td></tr><tr><td>Email</td><td>bw@bettina-wikarski.de</td></tr></table>	Name	Bettina Wikarski	Office	-	(Virtual) Office Hours	Thursdays, by individual appointment	Phone	+49 6831 120 44 86	Email	bw@bettina-wikarski.de
Name	Bettina Wikarski										
Office	-										
(Virtual) Office Hours	Thursdays, by individual appointment										
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Enrolment details	The number of participants is <u>limited to 30 students</u> . Please sign in by mail to: isp@hs-pforzheim.de Start 4 March 2024 10:00 a.m., Deadline 14 March 2024 12:00 p.m.										

Outline of the Course

We will dive into the real world of consumers and global consumer goods marketing in retail stores. 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, teamed up by the lecturer). 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 and product displays at the point of sale, as well as various supporting promotional activities, online and offline. The focus in this course is clearly on **promotions**, their role within the promotional mix and how they work.

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 as well as the promotional mix and the various promotions you can choose from as a marketing professional. In general, advertising is about changing attitude, whereas promotions are about changing behaviour: who do we want to do what, and what tools and mechanics are the most appropriate to achieve this?

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
1 Expert Knowledge		
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
2 Digital Skills		
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
3 Critical Thinking and Analytical Competence		
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
5 Communication and Collaboration Skills			
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
6 Internationalization			
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>

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

Literature, necessary for this course:

- Roddy Mullin: Promotional Marketing, second edition, **available in the library as an ebook (more information where to use/download will follow before class starts)**

Recommended literature to check up practice and principles of marketing:

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

Assessment

During the semester you will be asked to accomplish **two** assignments:

1st group assignment – Promotion presentation (20% of the final grade)

In this short virtual presentation, you explain an assigned topic from the book Promotional Marketing by Roddy Mullin in detail and with examples to the lecturer and all students in the course.

2nd group assignment – Case presentation (80% of the final grade)

In the final presentation in class, you present the findings of your ‘real case’ as described above.

Please note:

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 presentations 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.

Attendance at all presentations, virtual and final, is compulsory!

Course Schedule

			Course dates:
1	Introduction / lectures / forming teams	Classroom W1.3.05	Thursday, 21 March 13:45-15:15; 15:30-17:00;
2	Q&A to tasks; lectures as needed; individual feedback to the groups	Virtual meetings	Thursday, 4 April 13:45-15:15; 15:30-17:00;
3	Lectures in class	Classroom W1.3.05	Thursday, 11 April 13:45-15:15; 15:30-17:00;
4	Virtual presentation of selected groups; individual feedback to the groups	Virtual meetings	Thursday, 18 April 13:45-15:15; 15:30-17:00;
5	Virtual presentation of selected groups; individual feedback to the groups	Virtual meetings	Thursday, 24 April 13:45-15:15; 15:30-17:00;
6	Individual feedback to the groups	Virtual meetings	Thursday, 2 May 13:45-15:15; 15:30-17:00;
7	Final in-class-presentations of all groups	Classroom W1.3.05	Thursday, 16 May 13:45-15:15; 15:30-17:00; 17:15-18:45 Please note the additional time slot: 17.15-18.45!