

The new Marketing Mindset - Management, Methods and Processes for Human-to-Human Marketing

General Course Details

Title: The new Marketing Mindset - Management, Methods and Processes for Human-to-Human Marketing (MKT 6072)

Language: English

Credits: ECTS 3 (4 weekly contact hrs.)

Level: Advanced S

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

Participants: MBA IM3, MCM1, and selected 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: **Thursday 15:30-17:00 and 17:15 – 18:45 W1.5.02 Studiengang: MBA IM3, MCM1**

Lecturers Details

The lecture is performed by the following lecturer:

Name: Prof. Dr. 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.

Description of Course

The course provides you a new integrative thinking model, regardless as B2C, B2B, service marketer. It provides the student with a strategic and functional focus of the current challenges in the marketing world. The course introduces the significant changes in marketing thinking and provides you with a new model (Bangalore model) for a better understanding of the challenges of increased digitalization and globalization. The Bangalore model is encouraging you about rethinking the core competencies of marketing and defining them to add value to businesses in the digital transformation. The course will give you guidance for implementing the new concept in today's business environment.

Literature - Mandatory readings – before class

The course is based on the reference books:

Waldemar Pfoertsch, Uwe Sponholz (2019): Das neue Marketing-Mindset: Management, Methoden und Prozesse für ein Marketing von Mensch zu Mensch 1st Edition, Kindle Edition

and

Waldemar Pfoertsch, et al. (2020 forthcoming) Mensch Marketing - The Genesis of Marketing from Human to Human 1st Edition

The course materials necessary are available in the elearning platform, after registration for this course.

Learning Objectives

The main objective of the program is to provide participants with key concepts, skills, and techniques that will enable them to manage new and digital marketing challenges. Participants will thoroughly examine concepts such as the design thinking and service dominant logic, global strategy for business marketing under digital conditions.

The primary objective of the course is to enable students to play a vital role at the intersection of technical and business issue, being able to bridge the gap between company's customers and end users, Line-of-Business experts and IT experts.

Specifically, this course aims at giving insight into the following key objectives and questions:

- Learn important concepts to successfully implement the new and digital marketing processes
- Understand concepts of H2H marketing and related business models and processes
- Learn how B2B-company change itself to stay as partner under the current developments and how the H2H Mindset helps to create a successful company
- Understand how to rethinking Operative Marketing with the new H2H process
- How finding and creating meaning in a troubled world

The following illustrates how the course supports the Learning Objectives of the International Business program.

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 digital marketing and doing in a digital business environment
The students are able to communicate/negotiate in English and are able to use the relevant skills necessary to work successfully in an international/digital environment.	The students work in teams consisting of mixed national origins and experience. (*2) and follow ethical business behaviour.
The students understand the business environments, institutions and information systems and are aware of their implications for digital business.	Introduction to differences between analog and digital system, learn about the different behavior patterns and company specific situations (*1,*2)
The students are able to analyse problem situations in digital business and subsequently develop relevant solutions.	Based upon the knowledge gained the students should be understand actual situations and be able to suggest possible solutions.(#2)

**1 – Theoretical models, eg. smiling curve, globalization tree, diagnostic framework for globalization, value chain, ...*

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

Contents of the Course

The course consists of 4 weekly contact hours. During a semester approximately 10 sessions are available to consider the following main topics:

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Tentative Class Schedule TBD

Class	Topic	Assigned Readings	Case Study & Activities
1	DBT	.	.

Please read the texts and cases in advance and summarize on 1-2 pages 24 hours before class and upload your summary on the elearning platform.

In the first class, groups will be formed (2-3 students) to cooperate in writing a group paper about successful cases of Digital B2B marketing and Branding. The length of the paper should be 5 pages per participating person. The due date is **Jan. 15**.

Didactical Approach and Workload

The course consists of one session of 2 times 1½ hours per week and awards 3 credits for successful completion of the course. It is therefore expected that at least 4½ hours are used by the students to prepare themselves for the each session and to subsequently review the session.

This course emphasizes an interactive approach to learning. Both instructor and students are viewed as resources for learning. Active participation will be central to the learning process. Hence, 100% attendance and full preparation for each class are expected from every participant. As preparation for the course, the reading materials and case studies and the recommended material should be studied, and a self-assessment of your current experience and a student profile with your experience or intent, should be provided before class.

The basis for successful sessions is: mutual respect, trust and fairness, which together with involvement, consistency and a willingness to perform and 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:

- | | | |
|------------------------------|------|--------------------------------|
| 1. Student CV and Experience | 10% | three days before class starts |
| 2. Class Participation | 30 % | during class |
| 3. Written Group Paper/Case | 60 % | Till Jan. 15 |

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%)

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

Every student is asked to provide a CV and a LinkedIn Profile. Please send also a one page write-up about your experience about digital transformation and digital marketing. Please up-load this to the elearning platform 3 days before the first session.

Your class participation will be determined by your attendance, your preparation for each class, and the extent to which you contribute to the group's learning during each class session.

Every student should participate in a group and shall complete a case study of a selected global industrial company, incorporating all of the learned classroom knowledge and additional findings from the company. Please for your assistance read "What makes a good case?" from Derek Abell. This assignment is intended to reflect your knowledge and your experience, so please up-load it till

Jan. 15, 2019. 23:45 CET uploaded to eLearning for group work. Further instructions for case writing <https://www.thecasecentre.org/educators/casefocus/submissionrequirements>

Late submission of student experience and group paper will be penalized by -30%.

Any student has the opportunity to improve their grade up to 10% by submitting an additional case study. The write-up has to be submitted before **Jan. 15**.

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Detaile, preliminary Schedule WiSe 2019 and sessions:

	Activity	Date
1	Introduction, organization of the course	Oct. 10
2	Session 1	Oct 17
3	Session 2	Oct. 24
4	Session 3	Oct. 31
5	Session 4	Nov. 7
6	Session 5	Nov. 14
7	Session 6	Nov. 21
8	Session 7	Nov. 28
9	Session 8	Dec. 5
10	Session 9	Dec. 12
11	Session 10	Dec. 19