

HSB-Short Term Study Program 2024

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

PRINCIPLES OF MARKETING

Course dates: 3 June – 26 June 2024
Credit hours: 3 credit hours - US



Syllabus

Instructor:	Professor Dr. Fredrika J. Spencer	
	Assistant Professor of Marketing Cameron School of Business University of North Carolina Wilmington / UNCW	
	Assistant Professor of Marketing	
	Email: spencerf@uncw.edu	

Schedule: Monday-Thursday 9.30 h – 12.45 h

HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany
Phone: +49-(0)421-59054163 / ifk@hs-bremen.de
www.hs-bremen.de/short-term-study-programme



Course Description:

Introduction to concepts, activities, and decisions that relate to the marketing functions in domestic and international settings. Focus is on development and implementation of marketing strategies through the use of marketing mix variables of product, price, place, and promotion.

Learning Objectives:

This course is an overview of marketing principles and strategies including marketing processes, identifying marketing opportunities, defining target markets, developing the marketing mix, evaluation and control of marketing processes. More specifically, students will learn about areas such as consumer behavior, segmentation, product development and management, distribution, retailing, wholesaling, promotion, pricing, and selling. Through the application of these concepts the student is expected to develop a basic understanding of marketing terminology and applications.

Attendance/Participation (50 Total Points):

Class attendance and participation is mandatory. You are awarded 40 attendance points upfront. You can miss two classes without penalty. In the event of an additional class missed, 10 points will be deducted from your total attendance/participation points. Due to the limited number of class sessions, four absences will result in an automatic "F" grade for the course. All tours/company visits count as a class.

Participation in class discussions is valuable from a number of perspectives. Participating in class discussion provides students with 1) a deeper, more personal understanding of the concepts and 2) practice at applying concepts to real world problems. Participation will be evaluated based on the level and quality of participation. Students can earn up to 10 points in participation credit during the term by participating in discussion/asking questions/providing examples, etc.

Exams (150 total points):

There will be two exams, equally weighted (75 points) and non-cumulative. Exams will consist of a combination of multiple choice, short answer and essay questions. Exam questions will be based on in-class lecture material, student presentation material, and any assigned business articles.

International Marketing Presentation (50 total points):

Students are required to select any product (*i.e.*, good or service) and compare/contrast how it is marketed in Germany compared to their home country. Students must identify all four marketing mix variables related to the product and compare/contrast those variables to its domestic counterpart. Students are required to incorporate audio/visual elements into their 3-5 minute presentation (*e.g.*, an image or slide show of comparable elements). For example, students may decide to compare how a can of Pepsi is marketed and sold in Bremen to that of the United States. Students will present on the final day of class lecture.

Customer Experience Report (50 total points):

This report requires you to report on shopping experiences at **two (2)** German businesses of your choosing. The type of businesses you interact with must be from the following: 1) a non-food retail establishment and 2) a food/drink service establishment. You may only report on one business from each category. The survey report should provide detailed analysis of the experience (*i.e.*, store/provider name, location, date, price, products/services purchased) and how it compares and contrasts to a similar shopping experience in your home country (*i.e.*, the length of the experience, service, interpersonal communication, etc.). You will be graded on completeness and the thoughtful detail associated with your responses.

Grade Distribution (300 total points):

Grade	Points Required	Grade	Points Required	Grade	Points Required	Grade	Points
A	300 – 270	B +	269 – 260	B	259 – 240	C +	239 – 230
C	229 – 210	F	< 209				

Classroom Climate:

Classroom climate is designed to assist students in developing the habits of behavior that will contribute to their success in the business world. Therefore, classroom policies will be established to promote and maintain a business-like atmosphere and to promote a healthy learning environment.

Tentative Class Schedule*:

Tuesday, June 4	Walking Tour of Bremen
Wednesday, June 5	Marketing Overview and Marketing Strategy
Thursday, June 6	Marketing Environment
Monday, June 10	Consumer and Business Buyer Behavior
Tuesday, June 11	Segmentation and Target Marketing
Wednesday, June 12	Exam 1
Thursday, June 13	Consumer Products/Services, New Product Development, and Branding
Monday, June 17	Integrated Marketing Communications
Tuesday, June 18	Distribution
Wednesday, June 19	Pricing and Marketing in Germany Presentations
Thursday, June 20	Exam 2 and Customer Experience Reports Due
Monday, June 24	*Tentative Plant Tour
Tuesday, June 25	Graduation/Closing Ceremony

*A day trip is also planned for the course and will be communicated when the schedule is finalized. The schedule may change at the Instructor's discretion. Students are responsible for any changes. Changes will be announced in class

Grading System:

German Grade	1,0 – 1,5	1,6 – 1,9	2,0 - 2,2	2,3 – 2,5	2,6 – 3,2	3,3 - 3,5	3,6 – 4,0	>4,0
US Grade	A	A-	B+	B	B-	C+	C	F
Qualifier	Excellent	Good			Satisfactory		Sufficient	Failing
Percentage	100-90 %		89-80 %			79-70 %		<70 %

- The program may be subject to change -

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