

HSB-Short Term Study Program 2022


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: 12 June – 30 June 2022

Credit hours: 3 credit hours - US

Syllabus

Instructor:	Professor Dr. Brian R. Kinard	
	Cameron School of Business University of North Carolina Wilmington / UNCW	
	Professor of Marketing	
Email: kinardb@uncw.edu		

Schedule: Monday-Thursday 9.30 h – 12.45 h

HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany

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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 one class 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, a third absence 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.

Company Visits/Tours:

It is planned that the program will include a guided city tour and two business excursions. These can only take place if the epidemic situation allows it with regard to the Corona pandemic in Bremen.

Exams (200 total points):

There will be two exams, equally weighted (100 points) and non-cumulative. Exams will consist of a combination of multiple choice and essay questions. Exam questions will be based on in-class lecture material, student presentation material, and any assigned business articles.

Marketing in Germany Presentation (25 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 assigned dates during the term.

Customer Experience Report (25 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. You will be graded on completeness and the thoughtful detail associated with your responses. The completed report is due on **June 28**.

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	D +	209 – 200	D	199 – 180	F	< 180

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*:

1st week

Monday, June 13	Marketing Overview
Tuesday, June 14	Marketing Environment
Wednesday, June 15	Consumer Buyer Behavior
Thursday, June 16	Segmentation and Target Marketing

2nd week

Monday, June 20	Exam 1
Tuesday, June 21	Marketing Research
Wednesday, June 22	Consumer Products, New Product Development, and Branding
Thursday, June 23	Services and Retailing

3rd week

Monday, June 27	Promotion, Social Media Marketing, and Integrated Marketing Communications
Tuesday, June 28	Exam 2 and Customer Experience Reports Due
Wednesday, June 29	Graduation

The schedule may change at the instructor's discretion. Students are responsible for any changes. Changes will be announced in class