

HSB-Short Term Study Program 2023

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: 29 May – 21 June 2023

Credit hours: 3 credit hours



Syllabus

Instructor:	Professor Dr. Eileen D. Weisenbach Keller	
	Haile College of Business Northern Kentucky University / NKU	
	Professor of Marketing	
Email: weisenbace1@nku.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:

Students will analyze a German owned company to learn how international organizations use marketing to accomplish the organization's goals. Insights about Product, Price, Place and Promotion will introduce students to the importance of this business function.

Through study, practice and reflection this course will enable students to become skilled in the following ways:

1. Understand and identify the fundamental marketing elements as currently used by enterprises operating in a global environment.
2. Explain and apply how organizations create, deliver, and capture value in a global environment through the comprehension and application of
 - a. Product, price, place, promotion
 - b. Market segmentation and target market selection
 - c. Branding and positioning
3. Identify and classify functional roles marketers perform in an enterprise operating in a global environment.

Attendance/Participation (50 Total Points): Class attendance and participation during class and all tours, visits and events is mandatory. Participation in class discussions is valuable because the more you engage with a subject, the better you learn and remember it. 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. The program will include a guided city tour and business excursions. Each of these counts as a class.

Exams (200 total points): There will be two exams, equally weighted (100 points) and cumulative. Exams may consist of a combination of multiple choice, essay or other types of questions. Exam questions will be based on in-class lecture materials, student presentation materials, information from class trips taken 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 marketing variables that are covered when analyzing the brand selected as the “client brand” for the course. Student must compare and contrast the German marketing to a related to the product and compare/contrast those variables to its domestic counterpart. Students are required to incorporate audio/visual elements into their 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. Students may choose to work with one partner on this project. If this option is chosen the twosome must use a creative means of explaining their findings; something other than Powerpoint. These students will be graded, in part, for their creativity and can earn extra credit for bringing creativity to the presentation

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 report must provide details about the product or service (i.e., store/provider name, location, date, price, products/services purchased), your assessment of the “value” the company created, 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.

Grade Distribution (300 total points):

Grade	Points Required
A	300 – 270
B+	269 – 260
B	259 – 240
C+	239 – 230
C	229 – 210
D+	209 – 200
D	199 – 180
F	< 180

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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