

Syllabus  
**BAE2551 International Technical Sales 1**  
 Prof. Dr. Dario Müller, LL.M. (substituting Prof. Dr. Hinderer)  
 Winter Semester 2024-2025

<b>Level</b>	Bachelor	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	2	
<b>Workload</b>	90 hours	
<b>Prerequisites</b>	Recommended: Business Administration modules 1 and 2 Additionally you should have good understanding of the English language (B2 level) and you should have a basic background of business administration in general.	
<b>Time</b>	s. LSF	
<b>Room</b>	s. LSF	
<b>Start Date</b>	s. LSF	
<b>Lecturer(s)</b>	<b>Name</b>	Prof. Dr. Dario Müller, LL.M.
	<b>Office</b>	./.
	<b>Virtual Office</b>	<a href="#">Virtual Office Prof. Hinderer</a>
	<b>Office Hours</b>	Mondays, 11:30 – 13:00 (online)
	<b>Phone</b>	t.b.a
	<b>Email</b>	<a href="mailto:info@dariomueller.com">info@dariomueller.com</a> (preferred mode of communication)

## Summary

Content of this course is basic knowledge about International Technical Sales and Marketing for engineers with main focus on the topics 'product policies' and 'communication policies'. Additional content is the discussion of strategies for market communication. The course will focus on B-to-B perspectives.

## Outline of the Course

The course gives an introduction in business-to-business sales and marketing. Necessary terms and definitions, conceptual approaches and basic theories as well as instruments from practice are explained and discussed.

The main topics are:

1. Introduction to ITS
2. Understanding Markets
3. Business Types
4. The Instruments of the Marketing Mix
5. International Market Entry
6. Trends in International Sales and Marketing

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes
After completion of the program the students will be able...	After completion of the course the students will be able...
<b>1 Expert Knowledge</b>	
1.3 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to understand fundamentals of Industrial and International Marketing and Technical Sales, do initial immersions in Industrial Marketing and Technical Sales.
1.8 ...to demonstrate profound expert knowledge in their field of specialization.	...to apply expertise as well as methodological knowledge with a focus on International Technical Sales. They are able to independently process case studies and to autonomously familiarize with different industries/technologies.
<b>2 Digital Skills</b>	
<b>3 Critical Thinking and Analytical Competence</b>	
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to understand the limits of marketing and dysfunction of the markets.
<b>4 Ethical Awareness</b>	
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...to identify situations in Technical Sales that may be ethically conflicting.
<b>5 Communication and Collaboration Skills</b>	
5.2 ...to demonstrate their oral communication skills in presentations.	...to present case studies and to use media.
5.3 ...to work successfully in a team by performing practical tasks.	...to process case studies in a team.
<b>6 Internationalization</b>	

## Teaching and Learning Approach

The teaching and learning approach is represented by a concept including three phases. During these phases it is more important to gain understanding of interdependencies and logical correlations than to just learn information by heart. In phase I the lecturer transfers relevant knowledge during the course itself. Students are asked to actively take part in the lectures e.g. by questions about course contents and discussions during the lessons. In phase II students deepen the acquired knowledge by exercises or case studies independently. The lecturer is present during this phase and is available for questions or further information. Results are presented by the students and discussed subsequently. This means that this course will provide basic knowledge but also cultivates individual understanding and practical knowledge transfer. Students broaden and deepen knowledge by literature related to the course.

Nevertheless, continuous participation and co-operation as well as accompanying self-studies are essential for learning success. At the same time the preparation effort for the final exam is reduced – respectively shared during the semester.

Active participation is the essential part of the teaching and learning approach. The lecturer will be available for questions as well as sparring partner for further discussion. Communication takes place by personal conversation and/or via email.

## Literature and Course Materials

### Course Material:

- Lecture Notes (Download from e-learning system)
- Backhaus, K.: Industriegütermarketing, 10. Auflage, München: 2014.
- Kotler, P., Keller, K.L.: Marketing-Management. Boston/München, Pearson, 2016.

### Additional useful material:

- Kleinaltenkamp, M.. Business Relationship Management and Marketing : Mastering Business Markets [Online], Berlin, Heidelberg, Springer, 2015.
- Meffert, H. et al.: Marketing: Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, 2007.
- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmensführung. 4. Aufl. Stuttgart: Kohlhammer, 2006

## Assessment

PLK

After the end of the semester there will be a joint written examination with the course International Technical Sales 2. Thus, the knowledge imparted will be tested and graded in a joint examination with the lecture International Technical Sales 2.

### Grading:

- 'Sehr gut' represents exceptional work, far above average.
- 'Gut' represents good work, above average.

- 'Befriedigend' represents average work.
- 'Ausreichend' represents below average work with considerable shortcomings.
- And 'mangelhaft' is just exceptional work in the wrong direction or with unacceptable shortcomings.

### Schedule (tentative)

Lesson	Content
1	Introduction to ITS
2	Introduction Terms, Definitions, and first thoughts
3	Understanding Market
4	Buying Center and the buying process
5	Business Types
6	The product and product related policies
7	Pricing in international contexts
8	Place – Distribution in B-to-B relationships
9	Communication and promotion
10	Communication and promotion
11	Guest Lecture (opt.)
12	International Market Entry
13	Trends in International Sales and Marketing
14	Case Study: Communication Strategies
15	Wrap up, summary and preparation of the exam

### Academic Integrity and Student Responsibility

- Be fair to your fellow students
- Arrive on time and do not leave early
- Use the lecture to understand course topics and relating issues to other courses.

### Code of Conduct for Students

- Take an active part in the lecture and discussions in course
- Re-work course content continuously
- Work cooperatively in your team. In case of any doubt or problem please feel free to contact me as soon as possible.

### For online lectures

- Follow the Code of Conduct of HS PF – especially
- Write your full name
- Turn on your camera

[Link to the Code of Conduct for online Teaching](#)

## **Teaching Philosophy**

My goal is to contribute my part to your successful progress in your studies and in gaining a reliable fundament for your future professional life. I can promise to always be committed to the course – content and auditorium. I do expect interest and commitment from the students. I do appreciate any active participation in the course. This may take place in discussions about content topics during lectures but also as questions of understanding at any time.

Every student who is committed and takes an active part in lessons should pass the exam and be able to take knowledge with them from the course.

Your learning progress and your success is important to me, therefore I want to support you. In case you have any questions or concerns regarding the course please feel free to contact me personally or send me an email. I will respond soon and arrange an appointment if necessary.

## **Additional Information**

### **Learning Objectives:**

By the end of the course students

- know targets and philosophy of International Technical Sales respectively marketing aspects as well as essential terms and definitions
- understand the special aspects of B-to-B relationships and are able to understand purchasing decisions of industrial customers and how to deal with these
- know special requirements and typologies of industrial marketing
- are familiar with the essential aspects of the marketing mix
- are familiar with basic concepts for an international market entry
- are aware of new trends in international sales and marketing

### **Language:**

English