

Syllabus
BAE4037 Marketing Simulation
Prof. Dr. Henning Hinderer
Winter Semester 2024/25

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	Passed first study section	
Time	Tuesday, 3.30 pm – 6.45 pm	
Room	s. LSF	
Start Date	October 1 st 2024	
Lecturer(s)	Name	Prof. Dr.-Ing. Henning Hinderer
	Office	T1.2.30
	Virtual Office	Virtual Office Prof. Hinderer
	Office Hours	Mondays, 11:30 – 13:00
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Summary

Students apply knowledge in international technical sales which they have acquired during their prior studies. As well new aspects of international marketing are introduced by the instructor and applied in a comprehensive case study.

The focus of the seminar lies on a detailed elaboration and simulation of a market entry strategy for an existing company.

Students will earn insights in the development, structure and cost of an international marketing campaign for a small or medium sized enterprise.

Outline of the Course

- Analysis and understanding of a SME and their technical products by means of real-life cases
- International market research
- Identification of customer segments and market trends
- Elaboration of market entry and communication campaign
- Presentation of results in different contexts

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

	Learning outcome	Contribution
1.1	Die Studierenden weisen nach, dass sie ein solides Grundwissen in Technischen Grundlagen haben.	Anwendung des technischen Wissens in Fallstudien zum technischen Vertrieb und Industriegütermarketing
1.3	Die Studierenden weisen nach, dass sie ein solides Grundwissen in Betriebswirtschaftslehre haben.	Vertiefung von Grundwissen insbesondere aus Marketing, Unternehmensorganisation, Kostenrechnung und Controlling und Übertragung auf konkrete Fragestellungen des technischen Vertriebs
3.1	Die Studierenden sind in der Lage analytische Fähigkeiten konstruktiv und kritisch auf komplexe Problemstellungen anzuwenden.	Fallstudien bzw. Projekte im Themenfeld des technischen Vertriebs und Industriegütermarketing anhand realer Fallbeispiele
4.1	Die Studierenden kennen die Grundsätze ethischer Diskurse und können diese auf typische betriebliche Entscheidungsprobleme anwenden.	Wahrnehmung von ethischen Konflikten bei der Simulation von Vertriebssituationen
5.2	Die Studenten weisen ihre mündliche Ausdrucksfähigkeit durch überzeugende Präsentationen und Vorträge nach.	Multimediale Präsentationen von Zwischenergebnissen und Endergebnisse von Fallstudien und Projekten
6.1	Im Rahmen praktischer Aufgabenstellungen zeigen die Studierenden, dass sie in der Lage sind, erfolgreich im Team zu arbeiten.	Bearbeitung komplexer Fallstudien oder Projekte in Strukturierter Teamarbeit, Anwendung von Wissen im Projektmanagement
7.1	Die Studierenden zeigen, dass sie in konkreten Fallsituationen ihre interkulturelle Kompetenz wirksam einsetzen können.	Anwendung interkulturellen Wissens als Voraussetzung zur Entwicklung internationaler Vertriebs- und Kommunikationsstrategien sowie bei der Auswahl geeigneter Kommunikationsinstrumente sowie Fragen der internationalen Mitarbeiterführung im Rahmen von konkreten Fallstudien oder Projekten.

Teaching and Learning Approach

This course is designed as an interactive seminar. The teaching approach is characterized by groupwork based on a close interaction with the lecturer. Students elaborate results independently. The theoretical basics, methods and approaches will be explained in class. Students organize their work in groups and present their results in class. Detailed feedback on the elaborated strategies as well as approaches for communication with market and presentation capabilities will be given.

Literature and Course Materials

- Backhaus, K.: Industriegütermarketing, 10. Auflage, München: 2014.
- Kotler, P., Keller, K.L.: Marketing-Management. Boston/München, Pearson, 2016.
- 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.
- Freter, H: Marketing – Einführungsbuch mit Übungsaufgaben. München: München u.a.: Pearson, 2004.
- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmensführung. 4. Aufl. Stuttgart: Kohlhammer, 2006

Assessment

PLH/PLL/ PLP/PLR

Students will be graded regarding the following criteria

- Accomplishment of tasks and quality of the results
- Quality of documents
- Accuracy of data and calculations
- Creativity, style and performance
- Commitment and motivation to achieve extraordinary results
- Cooperation within the group

Items to be evaluated

- Written work and presentation documents
- Oral presentations
- Participation in project meetings and discussions
- Individual task and activity reports
- Groups' self assessment

Grading Scheme

- '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	Time	Content
1	3.30 – 6.45 pm	Kick-Off and Introduction
2	3.30 – 6.45 pm	Discussion in class and teams
3	3.30 – 6.45 pm	Presentation of results of tasks 1 and 2 (in plenum)
4	3.30 – 6.45 pm	Discussion in class and teams
5	3.30 – 6.45 pm	Presentation of Tasks 1-3 – Market Entry Strategy
6	3.30 – 6.45 pm	Discussion in class and teams and feedback
7	3.30 – 6.45 pm	Final presentation of Task 4 – Simulation of Campaign
8	3.30 – 6.45 pm	Feedback / Backup lesson

Tentative Schedule (changes may be necessary)

Academic Integrity and Student Responsibility

- Sources of information are to be researched thoroughly, assessed critically, and their use disclosed.
- In case AI tools are applied, their use has to be transparently communicated. An exaggerated use of AI which leads to non-self-developed results, can lead to failing this seminar.

Code of Conduct for Students

- This seminar is held in presence. Participation on site is expected from every student.
- Arrive on time and do not leave early
- Be fair to your fellow students and participate actively in your working group
- In case of any doubt or problem in your team please feel free to contact me as soon as possible.

Teaching Philosophy

My goal is to contribute my part to your successful progress in your studies and in gaining a reliable foundation 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

Language:

English

Learning Objectives:

By the end of the course students

- Are able to research international markets with the target to prepare a market entry strategy for a company that provides technical products
- Know sources of information to analyze and compare markets of different world regions
- Are able to create a suitable market entry strategy with focus on communication with the aim to acquire new customers for not-yet internationally acting firms