



## ➤ What is the content of the course?

BEST 2018 is an intensive class that combines mandatory lectures and activities during the daytime of the week with optional activities in the evening and on the weekend. The mandatory activities consist of lectures on international marketing topics and visits to international companies in the area of Germany's prosperous South-West. With this conception, BEST aims to prepare students for a career as international managers who prioritize work-life balance.

## ➤ Course Objectives

At the end of the course, the students should be able to:

- Understand the basic concepts of global marketing
- Understand how German firms carry out international marketing activities
- Create an international marketing plan for an SME
- Understand how to develop and manage a strategic international marketing initiative, etc.)

## ➤ Course schedule

The program's key topics are:

- Academic Introduction to EU and its industry clusters
- Cultural Differences
- Segmentation in International Marketing
- Market Entry Strategies
- Product Policy in International Marketing
- Pricing in International Marketing
- Distribution in International Marketing
- Communication in International Marketing

## ➤ What are the prerequisites?

- Introduction to business
- Introduction to economics

Knowledge in Academic Writing and Basic Marketing is **strongly recommended**.

## ➤ What is the recommended textbook?

"Global Marketing" by Svend Hollensen, 7<sup>th</sup> edition, 2016, Pearson ISBN: 9781292100111

## ➤ What is the teaching format like?

The students will participate in activities and lectures on the above mentioned topics from 9 am to 5 pm every weekday. During the four group work sessions in the afternoons (2pm-5pm), they will work on assignments related to the company visits and the lectures in order to combine theory and practice. The final group work session will be used to prepare a comprehensive presentation, which includes theory and practical experience covered in the program.

## ➤ What is the assessment?

There will be six quizzes (multiple choice questions and/or crossword puzzles) that cover the content of the lectures. Students should read assigned text material ahead of the lecture. During the first three group work sessions, each student team will write short, 1-2 page paper. For the company visits the students will prepare at least two questions regarding international marketing for each of the companies we will visit or hear about. The final presentation will comprise the learning experience from the company visits and the lecture content.

## ➤ Attendance

Mandatory attendance. No unexcused absences are allowed.



# Syllabus

(as of September 21, 2017)



## ➤ Components of the grade

Attendance	10% (fail if more than one activity is skipped)
Quizzes	10% (grading in percentages)
Group work session 1-3:	30% (pass/fail each)
Group work session 4:	5% (pass/fail each)
Questions to companies:	5% (pass/fail each)
Final presentation:	40% (grading in percentage)

The final grade will be weighted and expressed in percentages. Grade transfer into the home institution's system is recommended.

## ➤ When are the assignments due?

- All quizzes will be pop quizzes
- Group work session 1-3: Word document by 5 pm (via e-mail) of the respective day
- Group work session 4: Draft of the PowerPoint presentation (via e-mail) by 5 pm of the respective day
- Final presentation: Final version of the PowerPoint presentation (via e-mail) by 9 am of the respective day plus presentation of 45 – 60 minutes per team
- Questions to companies: by 5 pm on the day before the company visit

Unless permitted by instructor, late submissions will not be considered for grading.

