

Join us for our virtual International Winter University Program

h_da

INTERNATIONAL
OFFICE

January 03-23, 2021

Same but different – while we cannot welcome you in person for this year's Winter University Program, we want to offer you an exciting online program. You can choose an academic module that fits to your academic background. In addition, you will attend a German language course and be part of an interesting online leisure program.

Academic Modules, 4 ECTS each:

- Business Administration – International Marketing and Sales
- Social Sciences – Digital Society(ies)

German Language Course, 3 ECTS

The German language courses will be offered at all levels in reference to the Common European Framework of Reference for Languages (CEFR).

Virtual Leisure Program

City and campus tours, educational documentaries, virtual treasure hunt, German buddies, and many more activities!

For students from our partner universities, attending our virtual WUP is **free** of charge. Please apply by November 25, 2020 via our website:

<https://wup.h-da.de/>
<https://wup.h-da.de/how-to-apply/>

We look forward to
welcoming you
virtually to h_da!



Virtual International Winter University Programme – Course Outline

Social Sciences Module: Digital Society(ies)

CLASS HOURS

Consult programme schedule

PROFESSORS

Academic Director

Name: Prof. Dr. Katrin Döveling

Office: Haardtring 100, 64295 Darmstadt

Email: Katrin.doeveling@h-da.de

Website: <http://katrindoeveling.de/>

Office hours: by appointment

Phone: +49.6151.16-30222

1) INFORMATION ON THE COURSE CONTENT

COURSE DESCRIPTION

In today's digitalized society the constant flow of communication is regarded as a fundamental and integral part of everyday life. Rapid developments in media technologies engender digitalized mediatization processes on all levels of society. "Fake News", Cyber Bullying, Hate Speech on one side, but also the global connection in "Fridays for Future" as well as constant communication and self-portrayal on Instagram on the other side and the change of political communication as well as national and international media landscape lead to challenges for the individual but also for the society we live in. Especially, in these times of Covid -19, in "social distancing" our lives have dramatically changed on all levels. Working from home leads to challenges for parents and children. Boundaries of private and public domain are blurring. We struggle with digital burn out, and our learning environment has been transferred into the digital realm, leading to challenges for all who are involved. These challenges on all levels of society are explored and discussed, not only from a German angle, but also in an international perspective.

LEARNING OBJECTIVES

Based on current analysis, students learn not only how digital communication influences individual communication but all levels of society. Research results will be presented, pertaining to the different areas of digital communication.

COURSE MATERIALS

Students will receive a list of literature, which will be assessable online in Moodle.

TENTATIVE CLASS SCHEDULE

https://wup.h-da.de/fileadmin/Einrichtungen/Internationales/4_WUP/4.2_WUP_Dokumente/16988_Darmstadt_schedule.pdf

2) INFORMATION ON CLASS PARTICIPATION, ASSIGNMENTS AND EXAMS

ASSIGNMENTS

Presentation on one topic (see course material)

EXAMS

Oral presentation, including Power Point, interaction and discussion with audience, reflection on the topic and written abstract (1-2 pages)

PRACTICE MATERIALS

Literature will be made available online (moodle)

PROFESSIONALISM & CLASS PARTICIPATION

Students are expected to attend the classes and dedicate 1-2 hours a day for preparation through reading and self-study. The participation and self-study will enable the students to answer questions, lead discussions and to contribute with own ideas and opinions.

MISSED CLASSES

No more than 10% of the contact hours can be missed for successful completion of the course module. If students miss a lecture or workshop it is their own responsibility to obtain information on the topics.

In the event of sickness, a medical certificate must be presented to the Winter University Programme coordinator.

3) INFORMATION ON GRADING AND ECTS

ACADEMIC STANDARDS

Upon successful completion, 4 ECTS will be awarded for the class.

According to the rules of ECTS, one credit is equivalent to 25-30 hours student workload.

GRADING SCALE

Percentage	Grade		Description
90-100%	15 points	1.0	very good: an outstanding achievement
	14 points		
	13 points	1.3	
80-90%	12 points	1.7	good: an achievement substantially above average requirements
	11 points	2.0	
	10 points	2.3	
70-80%	9 points	2.7	satisfactory: an achievement which corresponds to average requirements
	8 points	3.0	
	7 points	3.3	
60-70%	6 points	3.7	sufficient: an achievement which barely meets the requirements
	5 points	4.0	
0-60%	4 points	5.0	not sufficient / failed: an achievement which does not meet the requirements
	3 points		
	2 points		
	1 point		
	0 points		

This course description was issued on September 25, 2020. The program is subject to change.



Virtual International Winter University Programme – Course Outline

Business Module: International Marketing and Sales

CLASS HOURS

Consult programme schedule

PROFESSORS

Academic Directors

Name: Prof. Dr. Matthias Neu

Office: Max Planck Str. 2, 64807 Dieburg

Email: matthias.neu@h-da.de

Office hours: by appointment

Phone: +49.6151.16-33206

Name: Dr. Gerald Reckert

Office: Max Planck Str. 2, 64807 Dieburg

Email: gerald.reckert@h-da.de

Office hours: by appointment

Phone: +49.6151.16-39203

1) INFORMATION ON THE COURSE CONTENT

COURSE DESCRIPTION

The module 'International Marketing and Sales' (IMS) deals with the growing importance of Marketing Management for the success of a product and the company. In many industries the ever increasing product adaption and the fierce intensity of competition is placing specific demands on marketing and sales. The absence of differentiation potentials of the actual product can often be compensated by innovative sales and distribution concepts and channels, customer-focused advice and support, as well as effective processes and systems. At the same time sales plays a fundamental role for complex and innovative products and influences the economic success of a company. Empirical studies show e.g. the high success relevance of the sales process: besides product satisfaction, customer satisfaction in the actual sale and after service is a customer loyalty factor – or the reason for customer churn. As a result, the sales department is gaining strategic importance with the company management. The teaching and learning contents and objectives as well as the structure of the module are geared mainly towards students of economics and business administration.

This module is composed of lectures and tutorials which provide knowledge about the use of international marketing tools.

Students will learn how to manage complex international marketing concepts. Different requirements of BtoB and BtoC customer segments, various industries as well as of selling services or products are considered in this module study.

LEARNING OBJECTIVES

To provide an introduction to the basics of international marketing

Students should be able to conceptualize an international marketing concept and an international sales strategy

COURSE MATERIALS

Zentes, J.; Swoboda, B.; Schramm-Klein, H. (2013): Internationales Marketing, München 2013

Hollensen, S.: Global marketing, A decision oriented approach, Pearson Education, Essex 2014

Neu, Matthias: Verkaufsmanagement, Berlin Verlag 2006,

Neu, M, Günter, J.: Erfolgreiche Kundenrückgewinnung: Verlorene Kunden identifizieren, halten und zurückgewinnen, Springer Gabler Verlag Wiesbaden 2015

Mallik, P., Sales Management, Oxford University Press 2012

TENTATIVE CLASS SCHEDULE

Part 1: Influence of culture on business, international business decision principles

Part 2: International Sales Marketing

During both parts, students will work on different case studies and group presentations.

2) INFORMATION ON CLASS PARTICIPATION, ASSIGNMENTS AND EXAMS

ASSIGNMENTS

Active participation and group work on a regular basis.

EXAMS

Online presentation of a case study. Additional parts will be determined later.

PRACTICE MATERIALS

Online manuscripts to be prepared and distributed among the participants

PROFESSIONALISM & CLASS PARTICIPATION

Students are expected to attend the classes and dedicate 1-2 hours a day for preparation through reading and self-study. The participation and self-study will enable the students to answer questions, lead discussions and to contribute with own ideas and opinions.

MISSED CLASSES

No more than 10% of the contact hours can be missed for successful completion of the course module. If students miss a lecture or workshop it is their own responsibility to obtain information on the topics.

In the event of sickness a medical certificate must be presented to the Winter University Programme coordinator.

3) INFORMATION ON GRADING AND ECTS

ACADEMIC STANDARDS

Upon successful completion, 4 ECTS will be awarded for the class.

According to the rules of ECTS, one credit is equivalent to 25-30 hours student workload.

GRADING SCALE

Percentage	Grade		Description
90-100%	15 points	1.0	very good: an outstanding achievement
	14 points		
	13 points	1.3	
80-90%	12 points	1.7	good: an achievement substantially above average requirements
	11 points	2.0	
	10 points	2.3	
70-80%	9 points	2.7	satisfactory: an achievement which corresponds to average requirements
	8 points	3.0	
	7 points	3.3	
60-70%	6 points	3.7	sufficient: an achievement which barely meets the requirements
	5 points	4.0	
0-60%	4 points	5.0	not sufficient / failed: an achievement which does not meet the requirements
	3 points		
	2 points		
	1 point		
	0 points		

This course description was issued on October 01, 2020. The program is subject to change.