ENGINEERING PF
SCHOOL OF ENGINEERING
Fakultät für Technik
Hochschule Pforzheim

Syllabus

BAE4037 Marketing Simulation

Prof. Dr. Henning Hinderer

Winter Semester 2025/26

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	30 September 2025	
Lecturer(s)	**Name**	Prof. Dr.-Ing. Henning Hinderer
	Office	T1.2.30
	Office Hours	Mondays, 11:30 – 13:00
	Phone	07231 28-6380
	Email	Henning.hinderer@hs-pforzheim.de (preferred mode of communication)

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

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…**
1	**Expert Knowledge**	
1.3	…to demonstrate their distinguished and sound competencies in General Business Administration.	…to demonstrate knowledge of interdependencies between customer requirements (market) and company-specific framework conditions.
1.8	...to demonstrate profound expert knowledge in their field of specialization.	…to deal with a simulation of international sales situations for innovative products or services. ...prepare market-oriented business decisions.
2	**Digital Skills**	
3	**Critical Thinking and Analytical Competence**	
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	…to market innovative products and services internationally.
4	**Ethical Awareness**	
5	**Communication and Collaboration Skills**	
5.2	...to demonstrate their oral communication skills in presentations.	…to give multimedia presentations as part of the simulation: Strategy presentation. ...to conduct sales talks as a final presentation.
5.3	...to work successfully in a team by performing practical tasks.	...to work on complex case studies or projects in teams.
6	**Internationalization**	
6.2	...to articulate themselves in a professional manner in international business.	…to give marketing presentations in English.

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.

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 researched thoroughly, assessed critically, and their use disclosed.
- In case AI tools are applied, their use has to be transparently communicated. An exaggregated 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 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

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