

Lecture:

BAE2253 International Technical Sales 1
(Internationaler Technischer Vertrieb 1)
2 hrs per week, 2 credits

Language: English

Level: upper intermediate (B2)

Compact Lecture Please see detailed schedule in the intranet (WI Int and ISP)

First lesson: **October 5th, 2020**

Class room: tbd. – lecture might be held online in AlfaView depending on the current situation. Stay aware of official announcements.

<https://app.alfaview.com/#/join/alfaview-technik/ba4cf357-bd54-45f1-bc61-99fd2546b0b5/3096c4f2-7937-4389-a839-0b786f9a0a49>

Instructor:

Office: Prof. Dr. Henning Hinderer
T1.5.23
Office Hours: Monday, 11.15 am – 1.00 pm
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(preferred mode of communication)

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.

Overview (catalogue description):

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

Prerequisites:

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.

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 product policies and communication in sales of technical products in an international context and are able to transfer this knowledge to product specific issues
- are familiar with basic requirements and solutions for the electronic support of business processes in Technical Sales

Course Topics:

A. Basics in Marketing and Technical Sales

1. Concepts and international aspects of Technical Sales
2. Focal areas of product and communication/promotion policies

B. Product

1. Product typologies
2. Decisions in product policies/ Product variation, differentiation and positioning
3. Product innovation
4. Product lifecycle
5. Service products

C. Communication/Promotion

1. Characteristics of market and customer communication
2. Branding
3. Communication Instruments
4. Special aspects regarding industrial customers
5. Communication strategies
6. Inter-company collaboration in Technical Sales

D. Information Technology in Technical Sales (optional)

1. Requirements, solutions, standards
2. Electronic Business

Contribution to program goals:

	Learning outcome	Contribution
1.3	Students demonstrate key knowledge in Business Administration.	Introduction and transfer of the key knowledge in International Marketing and Technical Sales, first specializations in Industrial Marketing and technical Sales.
3.1	Students are able to develop business ethics-based strategies and are able to apply them to typical business decision-making problems.	Discussion about the limits of marketing and dysfunction of the markets
5.2	Students demonstrate their oral communication skills in presentations and lectures.	Presentation of case studies and use of media
6.1	Students show that they are able to work successfully in a team by performing practical tasks.	Processing of case studies in a team
7.1	Students show that they are able to apply their cross-cultural skills in specific situations.	Independent processing of case studies and autonomous familiarization with different industries/technologies

Teaching and Learning Approach:

The teaching and learning approach is represented by 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.

The Final Exam:

After the end of the semester there will be a joint written examination with the course International Technical Sales 2.

In Winter Semester 2021 – due to the Covid-19 pandemic – the mode of examination might be changed to an individual assignment.

Grading: based on exam results

- '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.

Course Material:

- Lecture Notes (Download from e-learning system)
- Backhaus, K.: Industriegütermarketing, 10. Auflage, München: 2014.

Additional useful material:

- 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

My 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.

Tentative Schedule (classes will held in blocks – changes may be necessary)

Lesson	Content
1	Introduction
2	Introduction
3	The product and product related policies
4	The product and product related policies
5	The product and product related policies
6	The product and product related policies
7	Communication and promotion
8	Communication and promotion
9	Communication and promotion
10	Guest Lecture (opt.)
11	Communication and promotion
12	Communication and promotion
13	Information Technology in Technical Sales
14	Case Study: Communication Strategies Wrap up, summary and preparation of the exam

Rules for a successful and cooperative course:

- Take an active part in the lecture and discussions in course
- Re-work course content continuously
- 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.
- 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