



### *When and where will study tour take place?*

- July 18<sup>th</sup>, 2020 – July 31<sup>st</sup>, 2020 (Please note: departure from the Americas a day earlier)
- Based in Nuertingen, Germany: within the Metropolitan area of Stuttgart, the capital of the Federal State of Baden-Wuerttemberg, one of the strongest economic regions in Europe

### *What is the content of the course?*

- The course is an introductory course to marketing with a focus on digital marketing. The program consists of an interesting and valuable mix of lectures and group work sessions, complemented by visits to international companies in Germany's prosperous South-West. All lectures and company visits are in English.
- We strongly recommend that participants familiarize themselves with the topic in advance by reading the textbook Armstrong, G.; Kotler, P.; Harker, M.; Brennan, R.: Marketing – An Introduction, Pearson Education Limited; 4th edition 2019, ISBN 978-1292200309
- The lecture contents are:
  - ⇒ Marketing in a Digitalized Environment
  - ⇒ Digital Marketing Strategy
  - ⇒ Digital Product Management & Pricing
  - ⇒ Digital Brand Management
  - ⇒ Digital Marketing Communication
  - ⇒ Digital Sales/ E-Commerce
  - ⇒ Digital Customer Relationship Management & Service
  - ⇒ Digital Marketing Controlling
- Lecture notes will be posted additional to the lectures.



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<https://www.hfwu.de/hfwu-study-tours/marketing-study-tour/>



### *Who are the instructors?*

- HfWU Marketing Professor Prof. Dr. Stefan Detscher
- Company representatives

### *What is the teaching format like?*

The students will have lectures on the above mentioned topics in the morning due to the schedule provided.

During the five group work sessions in the afternoons (1:30 p.m. - 5.00 p.m.), they will work on an assignment, which will be related to the company visits and the lectures, thus combining theoretical and practical experience.

### *What is the assessment?*

- There will be eight short in-class assignments plus one quiz that will help practicing and reflecting the content of the relevant lecture.
- During the group work sessions and cases, the students will take on a marketing consultant's role and will analyze the company's current situation and make recommendations, which will help the company to achieve its goals.
- In each group work session, students will prepare a short summary of their findings & recommendations (ideally in the form of 3 - 5 presentation slides).
- The students will also need to prepare at least two questions regarding (digital) marketing for each of the four company visits/ presentations.
- A written exam with essay questions will take place on the last day of the Study Tour.

### *Attendance*

Attendance is mandatory and is part of the grade. Active participation is required.



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### *How is the grading?*

Attendance	fail if more than one lecture is skipped
Group work sessions	fail if incomplete or not delivered on time
Written exam	100%

The final grade will be expressed in percentages with 40% being the minimum for a pass and 100 % for the highest grade. Grade transfer into the home institution's system is recommended.

### *When are the assignments due?*

- There will be eight short in-class assignments plus one quiz during the lectures.
- For each group work session, a short summary of findings & recommendations (ideally in the form of 3-5 presentation slides) needs to be presented in the beginning of the next lecture.
- At least two questions regarding (digital) marketing for each of the four company visits/ presentations need to send it to the instructor by 5pm on the day before.

### *What is the recommended textbook?*

Armstrong, G.; Kotler, P.; Harker, M.; Brennan, R.: Marketing – An Introduction, Pearson Education Limited; 4th edition 2019, ISBN 978-1292200309

CHAFFEY, Chadwick/ ELLIS-CHADWICK, Fiona (2016): Digital Marketing – Strategy, Implementation & Practice, 6th Edition, Harlow.



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