

Relationship Marketing and International Business

Module - description

<i>Semester:</i>	Semester 3 Curriculum space management. 152 hours
<i>hours:</i>	64,0 UE
	0,00 ZStd
<i>Student Consulting:</i>	0,00 ZStd
<i>Workload total:</i>	48,0 ZStd
<i>ECTS</i>	6
<i>Name Module</i>	International Business und Verwaltung

Introduction:

Globalization has caused massive shifts in the international economy, requiring business people to be flexible, creative and adaptable to an ever-changing world. International Business is for students who want to gain a holistic understanding of the companies, markets and people that drive the global economy. Students work in tutorial groups, collaboratively seeking practical solutions to open-ended, real-world problems. Instructors act as facilitators, informally giving help when and where it is needed. This allows you to build independence and develop research skills.

Aim of Module

Knowledge of the students after following this program:

- International and English language competencies
- Intercultural competences und Social competences
- decide how to approach a given problem
- set learning goals
- organize tasks to achieve those goals
- share your findings with one another

Curriculum

This Module is the core element in semester 3 in space management to develop international competences. The module has two parts and four aims:

- International Business covers all aspects of commerce across borders and how this is influenced by both internal and external factors.
- It examines important aspects of modern business such as cultural differences and the need to stay abreast of new developments in a fast-changing world.

- It is a very broad subject, which is why this programme has been divided into several tracks.
 - Relationship Marketing in **International Business**
 - **International Management & Economics**
- Through the use of case studies and real-life business problems, students will be presented with the issues facing today's businesses and have ample opportunity to put your theoretical knowledge into practice.

Selected topics in the areas of Relationship Marketing

week	topic	hours
1	Foundations of Relationship Marketing	4
2	Strategic focus of International Relationship Marketing	4
3	Analyse phase of International Relationship Marketing	4
4	Implementation phase of International Relationship Marketing	4
5	Customer acquisition, retention, recovery strategy	4
6	Control phase of Relationship Marketing	4
7	Future Trend of International Relationship Marketing	4
8	Case presentation groups	4

Case study:

General: Wal*Mart Stores

Wal*Mart German Misadventure

Specific: Relationship space industry - Satellite industry – Satellite industry customer – racket industry

Content material for study units

- Relationship Marketing in **International Business**
- Structuring International Relationship Marketing and administration Activities
- Regulatory Frameworks for International Relationship Marketing activities
- Specific Soft Skills for International Relationship Marketing
- Business Environment
- Economic Conditions of International Relationship Marketing activities

The course aims to give a new approach in marketing management. It addresses the question: 'What do you learn if you look at marketing as relationships, networks and interactions, and how can you use this knowledge in marketing theory and practices?' It includes an analysis of different types of business relationships, such as those between a company and its suppliers, customers and distributors. The course covers the theoretical concepts of relationship marketing and networks in marketing, customer to customer relationships, network approach in business to business marketing, models of industrial marketing, and strategic alliances in network perspective. The teaching methods are Dialogue-based lectures, class discussions, presentations, and case work.

International Management & Economics

Selected topics in the areas of International Management & Economics

week	topic	hours
1	Introduction in international Management & Economics	4
2	Strategy in the global environment	4
3	Expanding abroad: Motivations, means, mentalities	4
4	Specific Soft Skills for International Business	4
5	Managing conflicting demands: Global integration, local responsiveness and world wide learning	4
6	Corporate Strategy: Vertical integration, diversification and strategic alliances	4
7	Managing across boundaries: the collaborative challenge	4
8	Case presentation groups	4

Case study:

General: Wal*Mart Stores

Wal*Mart German Misadventure

Specific: Relationship space industry - Satellite industry – Satellite industry
customer – racket industry

Content material for study units

- a. Introduction to International Business and administration
- b. Structuring International Business and administration Activities
- c. Regulatory Frameworks for International Business Activities
- d. Specific Soft Skills for International Business
- e. Business Environment
- f. Economic Conditions of International Business Activities

International Business and Economics focuses the disciplines of management, international trade, finance, marketing, and economics on the challenges of global commerce. International managers explore such questions as, "What causes international financial crisis and how can we shelter our corporations from risk?" or "How will trade laws impact our ability to compete overseas?" and "How can we use technology to manage human resources over great distances and among different cultures?"

Assignment:

Students have to prepare a presentation in:

Relationship Marketing in **International Business for modul 1 and**

International Management & Economics for modul 2

The presentation has to be in the content of space industry - Satellite industry – Satellite industry customer – racket industry

1) Procedure:

Form groups of about four to five persons. Send your lecturer an e-mail (deadline: the day before lecture will take place). Use the 'Feedback form SI presentation' that you find on the intranet for this (fill in your own data, like the names and student numbers of the participants, etc.).

Each subject can only be dealt with once, and the subjects will be appointed to those who apply first.

Every group can choose one of the following subjects:

- space industry
- Satellite industry
- Satellite industry customer
- racket industry

A group can also suggest another theme to the lecturer in relation to the main topic. He / she will decide whether this theme is suitable as well.

The presentations will take place in weeks three and four and should take about 20 minutes. It should be performed according to the standards that have been taught during the communication classes. All group members need to take part in the participation, but only two or three need to present.

Send the presentation to your lecturer before the presentation takes place.

The presentation will be rewarded with a group mark, which amounts to 20% of your final mark.

Provide a handout of max. 1 page to the audience.

2) Some tips as to the content:

Brainstorm with your group, and search literature and the internet.

The presentation should be attractive, practical, informative, and critical and question provoking. Just think of a good article. Keep in mind that:

The target is that, the audience still has your presentation in mind!

Therefore:

Make use of good examples or good stories that really touch or convince people.

Search for pictures, pictograms, statistics and multimedia sources that are really “telling”. Search for some real good (original, creative, unexpected, avant garde, “making a difference” etc.) examples of products to illustrate your point. Or, the other way round: of very stereotype mistakes that are repeated over and again, of innovations that bring nothing new, of typical examples that mislead the public, etc.

Be careful that you do not tell/illustrate too much!

Who will remember the presentation of three statistics in line? Who will remember three times seven causes and sub causes of (let’s say) deforestation?

It is better to deal with one or two themes ‘in-depth’ (providing a larger context, giving concrete examples, illustrate your theme with some anecdotes’, etc.) than to touch on everything a bit!

Make the issues “tangible”.

Be careful when using sources. It is no problem to use ‘prejudiced’ sources (commercial of firms, pamphlets of NGO’s or action groups, political parties, etc.). However: make sure that it is clear to your audience what the “status” of the information is!

If you use “facts”, numbers, statistics, etc. try to check whether they are sustained by renown international or governmental research institutions (e.g. of universities, the EU, the FAO, the UNHCR, etc.).

Literature:

Thompson, A., Strickland, A.J., Gamble, J.E.:
Crafting and Executing Strategy The Quest for Competitive Advantage,
Concepts&Cases, New York 2005 ISBN 0-07-111220-0

Scholz, U.:
The Impact of International Relationship Marketing, Aachen 2009,
ISBN 978-3-8322-8569-2