



HOCHSCHULE RUHR WEST  
UNIVERSITY OF APPLIED SCIENCES

# Examination International Marketing

*Prof. Dr. Simone Roth*

# Exam Assignment

- 1. Concept Paper:** Analyze and evaluate the situation (macro and micro analysis) with a closer look to identify/choose trends relevant for your project (Atlas Copco or Shiseido). Based on this, analyze and evaluate the marketing mix of your project (apply 4P or 7P or Save to your case) and consider as well the brand identity being an important part of it (Content: 4-5 pages, submitted in **teams of 3-4 students**).
- 2. Screencast:** Solve the specific problem of your project (Atlas Copco or Shiseido), create the strategy and propose concrete activities (see next two slides). Base your solution on your concept paper. Present your findings in a screencast (10-15 minutes, submitted in **teams of 3-4 students**).
- 3. Written Report:** Of all submitted screencasts from your fellow students, chose one and provide qualified feedback in form of a written report. The form of the feedback will be evaluated, not the content (1-2 pages, **submit individually**).

## Exam Part 2: Project Atlas Copco

### **“Education & training formats for new customer acquisition:**

Develop new approaches and measures on how to win new customers and close previous white spots in the customer segment among small businesses and medium-sized enterprises”

#### Mandatory:

- Consider for your elaboration the oil injected screw compressors (<30kw)
- Theoretical framework: Choose the right access of the theory by looking in new ways of communication in B2B

## Exam Part 2: Project Shiseido

**“How to grow direct to consumer and develop a 360° concept for the shiseido.de site”** (e-commerce & customer relationship management)

Consider in your solutions to reach the targets of activation/ traffic drive to shiseido.de and conversion.

It might be helpful to integrate on which key product lines, appropriate product offers (gift set, on pack promotion), supporting offsite / on-site marketing activities.

Mandatory:

- Please don't work on price activities/ price reduction
- Theoretical framework: Choose the right access of the theory by looking in new communication in B2C and e-commerce