International Marketing

Prof. Dr. **Simone Roth**

Learning objectives Intern. Marketing

After successful completion you will be able to

… **analyze** and **assess** all stages of a **marketing plan** and **international implications** for case studies **in teams**,

… **contrast** and **evaluate** **trends (esp. sustainability and digitalization)** in international marketing based on a relevant **criteria set** and

… **derive** implications for **brands in different industries** (BtC, BtB and service) and

… **defend** substantiated **recommendations** for implementation **in teams.**
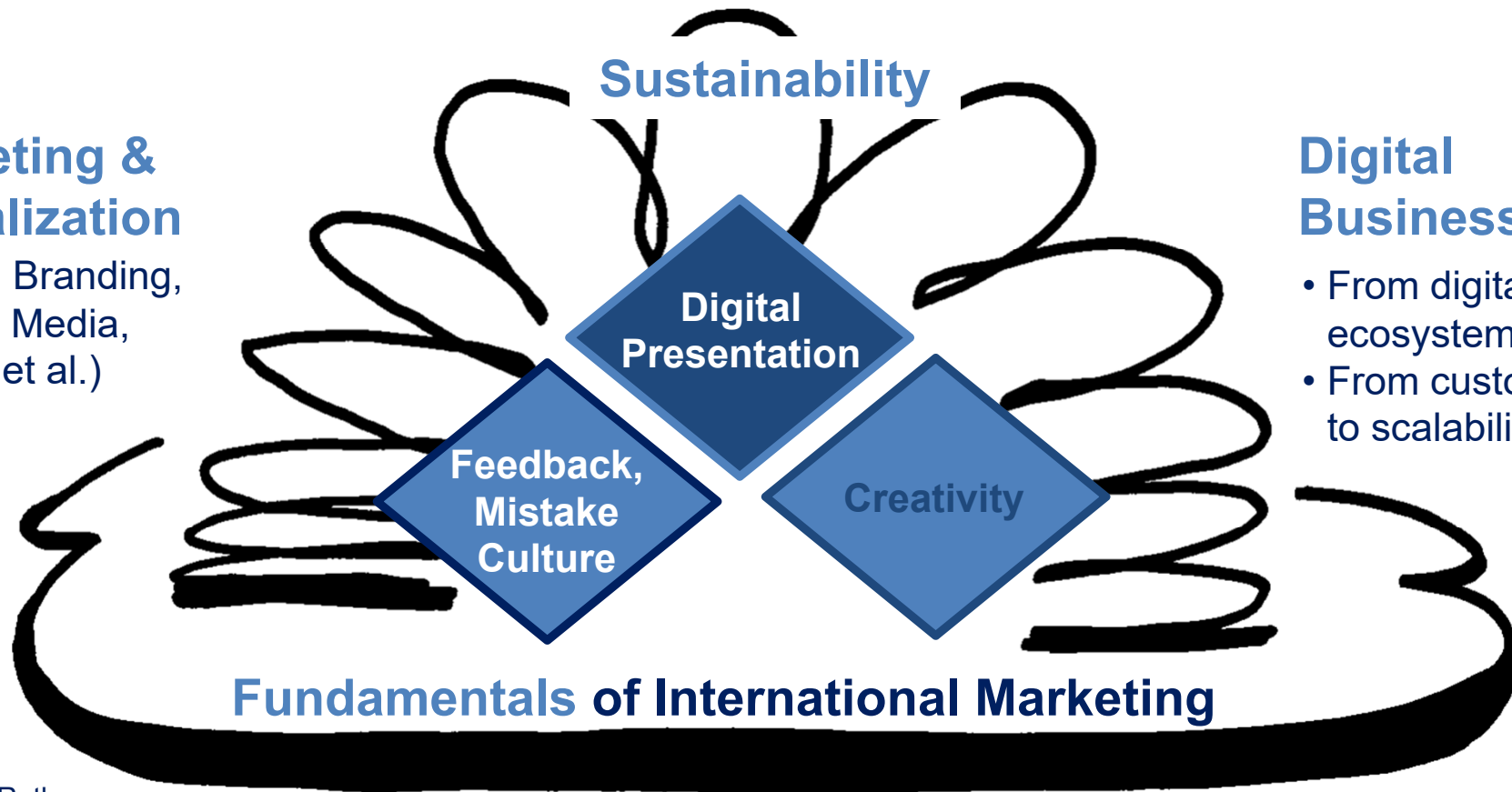
International Marketing: module structure

Sustainability

Marketing & Digitalization

- Digital Branding, Social Media, Alexa et al.)

Digital Business

- From digital products to ecosystems
- From customer orientation to scalability

Digital Presentation

Feedback, Mistake Culture

Creativity

Fundamentals of International Marketing

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Timetable		International Marketing Topic Focus	Self Study / Seminar
25.09.2021	Kick off	**Part 1 - Fundamentals of International Marketing (F)**	• Exercise Marketing Plan (due date: Oct. 8)
02.10.2021	Week 1	**Seminar ON CAMPUS (9 am to 3:00 pm)** **Applying Intern. Marketing Planning – Giving Feedback - Exam: Projects & Q&A**	
09.10.2021	Week 2	**Part 1 – Continued (F)** Skill Cube 1: Team building & feedback process	• Exercise 2 • Team Work
16.10.2021 23.10.2021	Week 3-4	**Part 2: Trends - Marketing and Digitalization, Sustainability and Digital Business (T)** Skill Cube 2: Creativity	• Exercise 3 • Team work
29.10.2021	5	Hand In Exam 1: Concept Paper	• Self Study Time • Team work
05.11.2021	**Week 6**	**Seminar: Video Conference (2 pm to 6:30 pm)** **'Connecting Trends to Brands – Meeting Project Partners'**	
13.11.2021 20.11.2021	Week 7-8	**Part 2: Trends – Continued (T)**	• Exercise 4 • Team work
27.11.2021	**Week 9**	**Seminar: Video Conference (9 am to 3:00 pm)** **'New Perspectives on Communication in BtB and BtC'**	
04.12.2021	Week 10	Skill Cube 3: Digital presentation	• Self Study Time
10.12.2021	**Week 11**	Hand In Exam 2: digital presentation (Screencast)	• Self Study Time • Team work
17.12.2021	**Week 12**	**Seminar: Video Conference (2 pm to 6:30 pm)** **'Digital Presentation' and 'Collaborating with Project Partners'**	
	Week 13	Days between the years	• Self Study Time
14.01.2022	Week 14	Hand In Exam 3: Written Report	• Self Study Time • Team work

Today's Schedule (Nov. 27)

|	
9pm	Welcoming
9.15 a.m.	Your trend scouting results: two examples (Tesla & Emoji/Memoji)
9:30 a.m.	**New Perspectives on Communication** • The starting point: 6C model and the Tesla example (15 min) • How can Tesla make use of data and consumer contacts to create engagement with consumers (breakout, 20 min; deliverables: visualize it)
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11.45 a.m.	Exam Q&A
12:15 a.m.	**Mistake Culture**: students each tell a 5 minute example, followed by discussion
12:30 a.m.	Summary & next steps
12:45 a.m.	The end

Snapchat India: new and old school?

चाणक्य #giveupAmeal
@1997Indian

You didn't uninstall #snapchat yet .
Are you really Indian?
Do this
1 uninstall
2 give rating 1 star with your feedback.
#boycottsnapchat
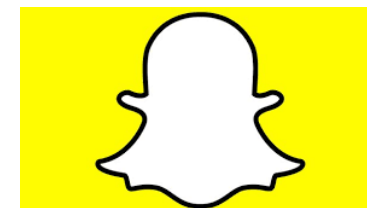
🌐 Original (Englisch) übersetzen

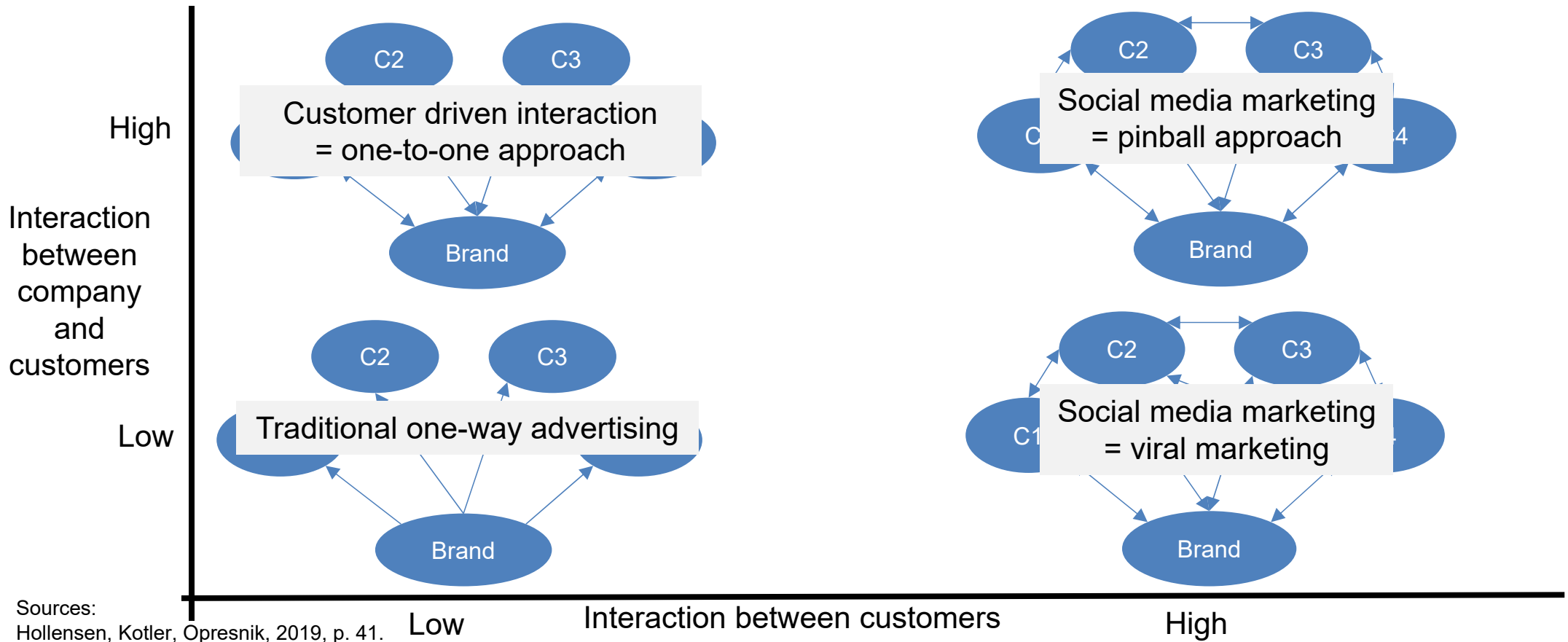| RETWEETS	GEFÄLLT
48	20

01:30 - 16. Apr. 2017

Folgen

Understanding patterns

Digital marketing is a fascinating area (newness, agility..)

But: It will change fast – relevant platforms, content, derived predictions
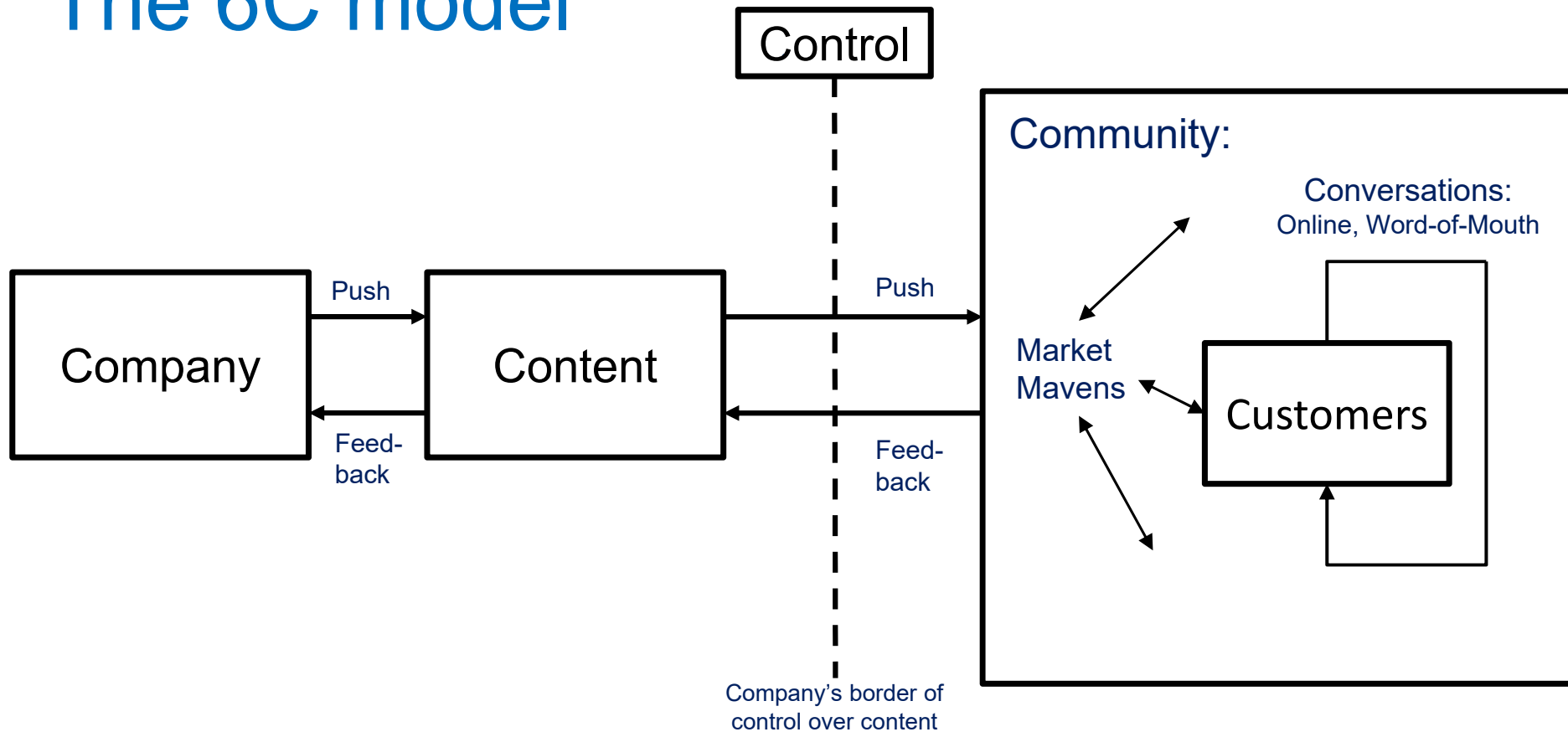
What will stay: the pattern behind

The extended interactive market communication model

Interaction between company and customers (vertical axis: Low to High)

High

Low

Interaction between customers (horizontal axis)

Low — High

- Customer driven interaction = one-to-one approach
- Social media marketing = pinball approach
- Traditional one-way advertising
- Social media marketing = viral marketing

The 6C model

Control

Company

Push → Content

Feed-back ←

Company's border of control over content

Community:

Conversations: Online, Word-of-Mouth

Market Mavens

Customers

Source: Hollensen, Kotler, Opresnik (2019), Social Media Marketing, p. 43.

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Group	Team-Members	Group	Team-Members
1	Berina Beka	6	Dennis Brox
	Kevin Putzek		Aaron Hoffboll
	Joy Shehu		Ramazan Yanik
2	Dennis Drehmel	7	Pembegül Kabak
	Joshua Zander		Matheea Beder
	Tim Gevers		Sandor Krönert
	Vensan Klicic		Aylin Külhan
3	Katharina Jörg	8	Lars Schnurbusch
	Lena Gieselmann		Lorena Crom
	Nicola Löns		Ronja Heiermann
4	Kevin Dege	9	Rebecca Delbeck
	Benjamin Fervers		Liane Förster
	Veronika Mucke		Marie Mütjes
5	Almina Kaya	10	Daniela Morales Cortes
	Sarah Lahmeyer		Nina Oepping
	Christopher Wauer		Christina Pantazi
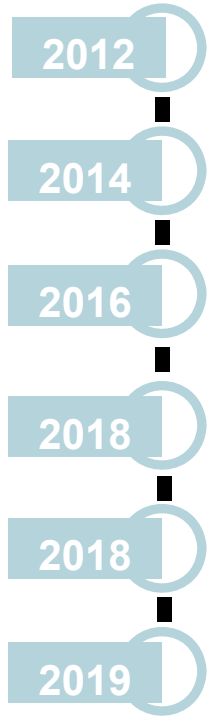
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01 Case Study: Grab

2012 — Started as an ecosystem for passenger transport in Malaysia as an alternative to taxi companies

2014 — Rapid expansion into other Asian markets (PH, SG, TH, ID, VT)

2016 — New economic sectors in e.g., goods traffic, sale of goods and finance

2018 — Merger with Uber Southeast Asia and the start of supplies

2018 — Launch of the super-app model: Everyday needs of customers should be covered via a central Grab app

2019 — Super-app enables bookings of events, travel, accommodation

Case Study: Grab
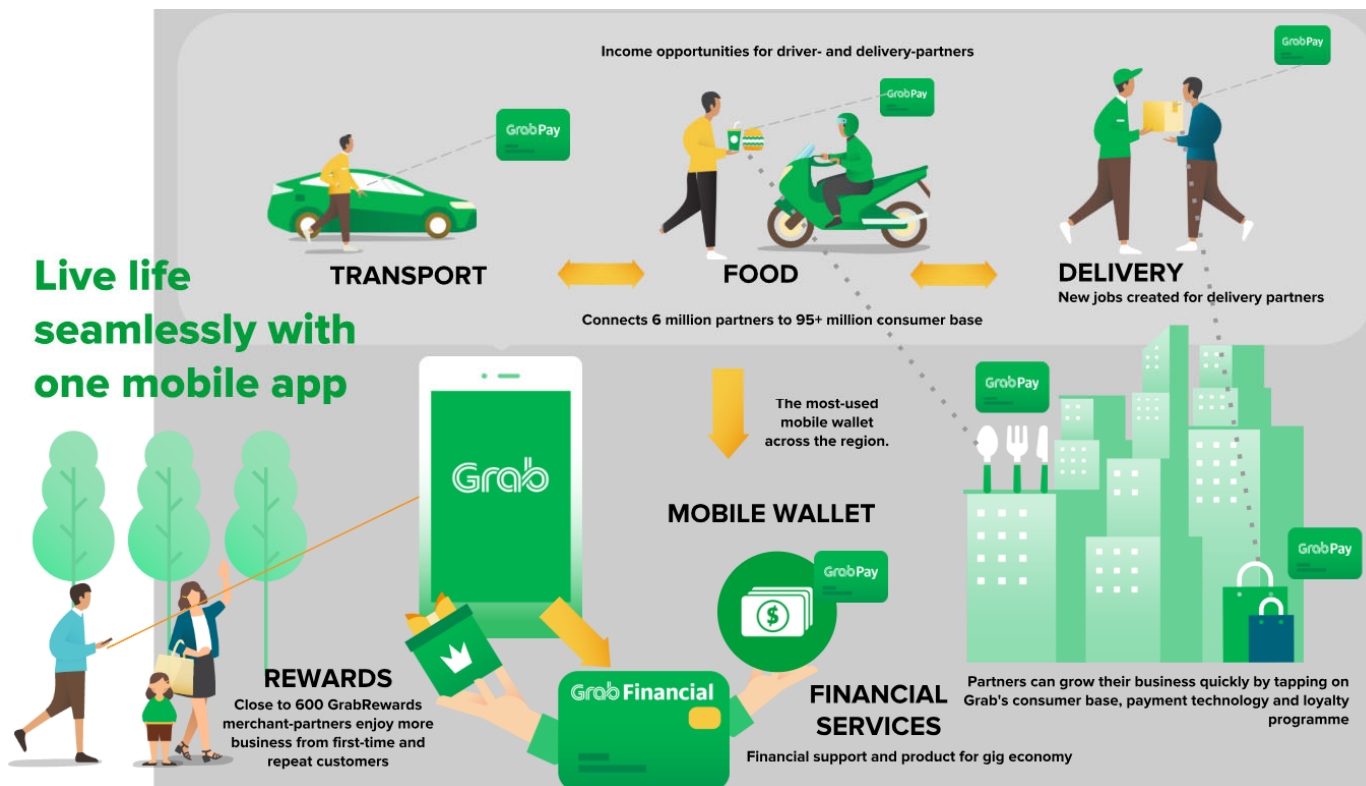
- Local, regional and global companies can offer their products and services via the ecosystem

- Payments are made via own financial service provider

- Feedback loop: Branches of the ecosystem build on each other

Vgl. Maulani 2018

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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

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Mistake Culture

"Success is the result of right decisions
Right decisions are the result of experience
Experience is the result of wrong decisions"
(Anthony Robbins)

Henry Ford Innovation Center, Detroit (USA)
Photo: S Roth, Nov. 2021