

**Correction sheet 2014. Degree programme in International Business Economics, Language and Culture (Arabic, English, Spanish or German)**

Approved by the Study Board of Negot. Studies 27<sup>th</sup> of February 2014 and 1<sup>st</sup> of May 2014.

Approved by the Dean of the Humanities Facultet 17.9.2014

<b>International Sales Management in a Business-to Business Context</b> <b>(International salgsledelse i en Business-to-Business kontekst)</b>		Teaching activity no.:	
<b>Study:</b>	The Master's Programme in Business, Language and Culture, Cand.negot. <b>Profile: International Sales Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Anna Lund Jepsen
<b>Approved:</b>	Study Board of Negot. Studies 27 <sup>th</sup> of February 2014		

**a. Duration**

45 hours in the 1<sup>st</sup> semester. Weighting: 10 ECTS

**b. Aims**

The aim of the course is to provide a solid basis in sales management and business-to-business marketing theory that can act as a background for structuring and debating international sales management in a business-to-business marketing context.

Students should be able to:

- independently demonstrate knowledge of concepts and theories related to sales management and business-to-business marketing by ability to bring forward relevant concepts, models, and theories and reflect on the foundation for the theories and possible limitations in their applicability to the situation at hand,
- skills in application of concepts and theories to a specific sales management problem in a business-to-business market context and, based on this application, give suggestions for possible solutions to the problem,
- competences to present the solution, its foundation and limitations in a well-structured and clear way,
- competences to reflect on and discuss the application made and the solution.

**c. Course content**

The course builds upon the knowledge that students have acquired in the bachelor course in Marketing Management. The aim of the course is to give students the knowledge and the skills necessary to analyse the tasks and issues involved in management of the sales force of international

company's operating in business-to-business markets.

The course comprises theories and models related to organizing, motivating, leading, controlling and evaluating the sales force. The students are introduced to the way the sales function operates with special focus on the ability to control and manage the value-generative processes that the function contributes to as a part of the marketing effort. At the centre of the course lies planning and management of effective exchange relationships and customer relationship marketing. The course also covers ethical issues related to the sales function.

The students learn how to demonstrate knowledge of sales force management and relationship marketing in respect to clients, competitors and distributors, whether this concerns the sales and marketing of physical products or of services.

#### **d. Forms of instruction**

Lectures, case presentations by groups of students in groups, and discussion. Considerable active participation is expected from students in relation to preparation, presentation and discussion of suggested solutions. Students must create study groups for case work and presentations. Creation of study groups is facilitated during the first lesson.

All lectures take concrete tasks and issues relevant to an organisation as their starting point. The lectures present an overview of the literature and subsequently students present solutions to cases according to a plan for the semester.

The language used in teaching is English.

#### **e. Syllabus**

Required reading: about 1200 pages, which broadly cover the research area.

#### **f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

#### **g. Examination requirements**

Examination form: a closed home assignment in the form of a case. The teacher decides when the assignment is handed out and the deadline for handing it in.

Duration: 72 hours

Second examiner: none

Assessment: 7-point grading scale

Weighting: 10 ECTS

<b>Marketing Across Cultures</b> <b>Tværkulturel marketing</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: Global Marketing Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Domen Bajde
<b>Approved:</b>	Study Board of Negot. Studies 1 <sup>st</sup> of May 2014		

#### a. Duration

42 hours in the 1st semester. Weighting: 10 ECTS

#### b. Aims

The purpose of the course is to give students knowledge and comprehension for understanding

1) the relevance of culture to marketing and

2) strategic opportunities and challenges arising from culturally diverse and dynamic contexts.

The course provides students with competencies to identify the role of culture in marketing and how cultural differences pose particular strategic and communication challenges for organizations.

Finally it shall provide the students with an understanding of the complexity of the culture concept and the skills for a culturally reflective approach to marketing.

Students are expected to be able to identify the main challenges at stake in doing marketing across cultures especially in reference to cultural variance and change (e.g., cultural differences and processes of globalization). Furthermore the students should be able to explain the difference between essentialist and constructivist notions of culture, and be able to critically discuss and apply both perspectives (especially the latter) to the context of marketing.

Students should be able to analyze cultural contexts and identify problems and opportunities for marketing using the theories introduced in the course. They should be able to critically reflect on the interplay between specific cultural context and marketing practices.

#### c. Course content

Marketing processes are increasingly global in their constitution and societies are increasingly pluri-cultural. As a consequence, a cross-cultural approach to marketing is increasingly salient.

The central areas of the course:

- Introduction to essentialist and constructivist notions of culture and their use in marketing
- Methods for analyzing and understanding cultural variance and dynamics
- Processes of homogenization and heterogenization of markets
- - The role in and response of marketing to cultural interpenetration
- Politics and ethics of marketing across cultures
- Cultural marketing: strategy, research, communication, innovation
- Marketing and economic development
- Marketing to subaltern consumers (in “developing” parts of the world)

#### **d. Forms of instruction**

Students are instructed to read and reflect on assigned texts, so that they can follow and actively engage in the discussion and application of theory during in-class sessions. The sessions clarify and build-upon assigned readings, allowing a comprehensive and critical understanding of the issues involved and stimulating mindful application to diverse contexts (aided by illustrative cases and videos).

Face-to-face teaching: 42 hours. Compulsory reading, observation and reflection: 178 hours.

Preparation for assignment: 8 hours. Assignment: 2 hours. Preparation for exam: 32 hours. Exam: 8 hours. Total: 270 hours.

#### **e. Syllabus**

For example:

- Selected chapters from Lisa Peñaloza, Nil Toulouse & Luca Visconti, eds., (2012), *Marketing Management: A Cultural Perspective*, London: Routledge.
- McCracken, Grant (1986), "Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods," *Journal of Consumer Research*, 13, 71-84.
- Askegaard, Søren & Dannie Kjeldgaard (2007), "Here, There, and Everywhere: Place Branding and Gastronomical Globalization in a Macromarketing Perspective" *Journal of Macromarketing*, vol. 27 (2), 138-147.
- Holt, D. B., Quelch, A. and Taylor, E. L. (2004), How global brands compete. *Harvard business Review*, 82(9): 68-75.

#### **f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of a postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1.

#### **g. Examination requirements**

##### **1. Compulsory mid-semester assignment**

*This examination must be passed before the student can take the final examination*

Examination form: Individual home assignment. Hand out of assignment: via Black Board. Hand in: SDU assignment via Black Board

Duration: 8 hours

Extent: No limitations

Second examiner: None

Assessment: Pass/fail

Weighting: 0 ECTS

**Re-examination** in the mid-semester assignment will take place end November/beginning December.

## 2. Final examination

Examination form: Individual take home assignment comprised of a set of challenges surrounding a chosen marketing context (e.g. a marketing campaign, a consumption phenomenon). Hand out of assignment: via Black Board. Hand in: SDU assignment via Black Board

Duration: 8 hours  
 Extent: Max. 8 pages  
 Aids: All aids except communication with others.  
 Second examiner external  
 Scale: The 7-point grading scale  
 Weighting: 10 ECTS points

<b>Project presentation (Projektpræsentation)</b>			Teaching activity no.:
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: All Profiles</b>		
<b>ECTS:</b>	5 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Institute of Language and Communication
<b>Language of instruction:</b>	The chosen foreign language	<b>Responsible teacher:</b>	Arabic: Helle Lykke Nielsen English: Christian Heyde-Petersen Spanish: Teresa Cadierno German: Flemming Hoffmann
<b>Approved:</b>	Faculty of Humanities 17th of September 2014		

### g. Examination requirements

An oral and a written examination are held at the end of the semester.

#### A.

Examination form: written summary in the chosen foreign language of the profile subject/profile project/another project at postgraduate level

Length: about 5 standard pages

Second examiner: Arabic, Spanish, German: internal; English: None

Assessment: one grade using the 7 scale system, in which presentational skills and linguistic correctness carry equal weight

Weighting: 2.5 ECTS