

Semester Program Winter Term 2022/23

International Business Management

Course 1

Digital Marketing

Lecture by Jun. Prof. Dr. Thomas Niemand

3 ECTS Credits

Digital Marketing is a lecture on phenomena in marketing practice and research related to the evolution of internet-driven technologies. The audience can gain substantial knowledge about recent trends and developments (see contents). Steady interactions, case studies and exercises integrated into the lecture support learning and foster practical applications beyond the regular study program. The lecture covers among others:

- Modern Marketing Understandings
- Theories and Concepts of Digital Marketing
- Frameworks for Digital Marketing
- Digital Marketing Research and Analytics
- Case Studies and Exercises

Literature:

- Kotler, P., Kartajaya, H., & Setiaswan, I. (2017): Marketing 4.0: Moving from Traditional to Digital. Hoboken, New Jersey: John Wiley & Sons.
- Tapp, A., Whitten, I., & Housden, M. (2014). Principles of Direct Database and Digital Marketing. Harlow: Pearson.

Course 2

New Customer Relationship Management

Lecture by Jun. Prof. Dr. Thomas Niemand

3 ECTS Credits

In modern management, customer relationship management is widely misunderstood as a software-driven approach to store information about customers and use this data for marketing purposes. However, this approach sharply neglects the fundamental principle of customer orientation in marketing. Hence, customer-driven approaches like relationship marketing or service dominant logic were proposed. This lecture introduces and deepens the understanding of customer-driven approaches as tools of relationship management within a digitalized and connected business context. This way the audience gains additional knowledge. Steady interactions, case studies as well as exercises support learning and foster practical applications beyond the regular study program. Contents and literature may be subject to slight changes.

Contents:

- Customer relationship management
- Relationship marketing
- Service dominant logic
- Other approaches for customer-driven relationship management
- Cases and Exercises

Literature

Egan, J. (2011). Relationship Marketing. Harlow: Pearson.

Lusch, R. F., Vargo, S. L. (2014). Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge: Cambridge University Press.

Lusch, R. F., Vargo, S. L. (2014). The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions. London & New York: Routledge.

Freiburg, M., Frère, E., Stein, D. (2015). Analysis of Customer Service Relevance in Business Models from a Service-Dominant Logic Perspective. Köln: VAWW.

Course 3

Sales Promotion

Lecture by Professor Dr. Winfried Steiner

3 ECTS Credits

This lecture aims at providing students with an in-depth understanding of the theories, functions and workings of sales promotion. It covers the main aspects of sales promotion including:

- different types of sales promotion
- behavioral and economic theories of promotions
- how promotions affect sales
- methods for analyzing sales promotions
- substantive empirical findings on trade, retailer and consumer promotions

Literature:

Blattberg, Robert C. and Scott A. Neslin (1990): Sales Promotion: Concepts, Methods, and Strategies, Prentice-Hall

Neslin, S.A. (2002): Sales Promotion, in: Weitz, B.A., Wensley, R.: Handbook of Marketing, Sage Publications, London

van Heerde, H.J., Neslin, S.A. (2008): Sales Promotion Models, in: Handbook of Marketing Decision Models, International Series in Operational Research & Management Science, Springer.

Neslin, S.A., van Heerde, H.J. (2009): Promotion Dynamics, Foundations and Trends in Marketing, Vol. 3, No. 4. Now Publishers.

Course 4

Economics of Climate Change

Seminar by Professor Dr. Roland Menges

6 ECTS Credits

Climate change has become a central social issue in science and politics. In this seminar we deal with the various economic questions that are raised in the context of climate policy. In addition to the scientific findings on the existence of climate change, we will also discuss the various climate policy measures from an economic perspective. How can future damage and current costs be compared with one another? Which instruments can be used for internalising external effects of current economic activities? What kind of distributional effects do result from climate change policy within and between nations? What about the incentives for countries to participate in global climate policy initiatives? Which criteria can be used to assess the efficiency of these measures? How can an active climate policy be assessed from the perspective of a theory of justice?

Literature:

Stern, N. (2011): *The Economics of Climate Change*, Cambridge

Van Kooten, G. C. (2013): *Climate Change, Climate Science and Economics*, London.

Course 5

Selected Issues in Sustainability Marketing

Seminar by PD Dr. Friederike Paetz

6 ECTS Credits

Nowadays, companies more and more focus on a sustainable marketing management. In this context, the triple-bottom-line (planet, people, prosperity) has emerged as a core anchor for all entrepreneurial decisions. For the implementation of a sustainability marketing management companies are confronted with several issues. For example: Do sustainable product attributes affect consumers' purchase decisions? Are sustainable consumers price-sensitive? Are corporate social responsibility initiatives rewarding from an economic point of view? In order to deal with those issues, the seminar focuses on relevant literature from the field of sustainability marketing.

Literature:

- Andorfer, V. A., & Liebe, U. (2012). Research on fair trade consumption - a review. *Journal of Business Ethics*, 106(4), 415-435.
- Belz, F-M; Peattie, K. (2012). *Sustainability Marketing*, 2nd edition, Wiley.
- Emery, B. (2012). *Sustainability Marketing*, Pearson.
- Tully, S. M., & Winer, R. S. (2014). The Role of the Beneficiary in Willingness to Pay for Socially Responsible Products: A Meta-Analysis. *Journal of Retailing*, 90(2), 255-274.

Institute of Management and Economics

The Institute of Management and Economics traditionally follows a quantitative approach to economics and management science with an analytical optimization and an experimental component. Research in resource-constrained project scheduling, batch and continuous process scheduling, workforce scheduling as well as new approaches for optimizing supply chain constitute major areas of research. Experimental economics is another field of interest. By continuously expanding the institute, a third field of research has emerged knowledge and value based management.

International Center Clausthal (IZC)

In cooperation with the university management and the institutes, the IZC coordinates the international relations and activities of the university. IZC is the central service point for international and German students as well as for university staff and faculty. Here you get information on studies and internships abroad as well as on language course and events of the IZC.

The Language Center of the IZC offers a wide range of language courses. For students and university staff, participation in these courses is free. Furthermore, the Language Center coordinators language tandems.

We are looking forward to welcoming you!

The Team of the IZC