

Course form to fill in (2022-2023)

Course title:

International H2H Marketing – The Genesis of Human-to-Human Marketing

Staff responsible for the course:

Lecturers:

First Name + Name

Waldemar PFOERTSCH, Prof. Dr.

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

1. Understand the principles of h2h marketing and its importance in building relationships with customers.
2. Identify the key elements of h2h marketing, including empathy, authenticity, and storytelling.
3. Apply h2h marketing techniques to create personalized, human-centered marketing campaigns.
4. Use data and customer insights to segment target audiences and create tailored marketing messages.
5. Understand the importance of building trust and authenticity in h2h marketing and how to achieve it.
6. Use digital marketing tools and platforms to create h2h marketing campaigns, such as social media, email marketing, and chatbots.
7. Measure and evaluate the effectiveness of h2h marketing campaigns using key performance indicators.
8. Understand the ethical considerations of h2h marketing, such as data privacy and consumer trust.
9. Develop an understanding of the relationship between h2h marketing and customer journey, and how to align company's goals with the customer's needs.
10. Continuously adapt and improve h2h marketing campaigns by collecting feedback from customers and monitoring the performance of the campaign.

With the acquired knowledge and skills, the student should be able to create and execute marketing campaigns that build trust and relationships with customers, leading to more effective and sustainable results.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

- **Basic understanding of marketing concepts:** Students should have a basic understanding of the fundamental concepts of marketing.
- **Knowledge of business concepts:** Familiarity with basic business concepts such as finance, operations, and management is recommended.
- **Experience with marketing research:** Understanding the principles of marketing research and data analysis is important for strategic marketing, as it allows students to make data-driven decisions.
- **Good understanding of the digital landscape:** Familiarity with digital marketing tools and platforms will be helpful as the course will cover how to create and execute digital marketing campaigns.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

International H2H Marketing provides the managerial focus for key decisions regarding how a company interface with customers and key marketing stakeholders. The course takes this question from two perspectives. Firstly, how competitive advantage can be translated into specific value propositions and products or services that are customer relevant, unique and differentiated. We will learn how to define a market differentiation in order to deliver distinctive selling proposition to customers. Secondly, from the perspective of market segmentation, targeting and positioning (S-T-P). Participants will explore the criteria for segmenting markets, for assessing the relative attractiveness of segments and the process of determining how to position a value proposition towards particular segments.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books readings</i>	4	

- E-learning		
- Research		
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects	4	
- Individual Projects	4	
- Personal work	4	
Total working time for the student	32	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- x Case Study
- E-Learning and/or Self-learning
- x Interactive courses
- x Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

The course assessment will be based on solid understanding of the new H2H marketing concept and its application in corporations and other organization

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation	16		20
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			

Others	Case study	4		20
	Group Project	4		20
	Individual Project			
	Written assignment	2		40
	Exercises			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):
Kotler, Philip, Pfoertsch, Waldemar, Sponholz, Uwe (2021) H2H Marketing: The Genesis of Human-to-Human Marketing Springer, Heidelberg, New York January

Class books :
Philip Kotler Kevin Keller, Gary Armstrong, Malcolm Goodman, Mairead Brady, Torben Hansen (2019) Marketing Management, European edition ASIN : B07V3QMXH5

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
Yes, please advise	dbt