

Steinbeis  
Global  
Institute  
Tübingen

SGIT

Steinbeis-  
University

 Steinbeis  
AKADEMIE

Certified Course of Advanced Studies (CAS)

## Global Marketing & Sales

4 Modules | 24 Web-Seminars and 2 interactive Web-Based trainings with self-studies

**Programme co-ordinator**

Prof. Dr. Bertram Lohmüller, Steinbeis University



In co-operation with



# Certified Course “Global Marketing & Sales“

## Certified Course „Global Marketing & Sales“

How to do business in volatile markets? What are the organisational challenges to operate internationally? What kind of instruments can be used for developing new and existing markets and how it is possible to disrupt an existing market? How sustainable co-operations with business partners in Asia and in Europe can be built up? What kind of legal aspects have to be taken into account?

These and other questions for successful business development are discussed in the course. Based in the IMLead® concept a framework for market development will be provided.

On the basis of best practice cases, participants will receive specific and practical insights for planning, implementation and evaluation of international market entry.

*Disruption: Relating to or noting a new product, service, or business model that radically changes an industry or business strategy, especially by creating a new market and disrupting an existing one.*

### Module 1: Business development and strategic marketing

Marketing circle and dimensions of marketing # Marketing trends, mistakes and principles of efficiency # Foreign business for technologies (Export-Marketing & Internationalization) # International technology management # Strategic marketing # Foreign marketing of technologies # Business development and business model generations based on the IMLead® concept

- Seminar/Web-Seminars/WBTs: 18 hours

### Sub-Module 1-1: Scientific work

The Sub-module “Scientific work” is a basic element of each SGIT course. It provides the basic principles and instructions for transfer and project papers (TA and PSA) writing, as well as for an efficient preparing for the interactive tests and exams. **Core topics:** Scientific work process (its main steps, core principles, and standards) # The core requirements for the educational tasks of the course sufficient realization # Examples and templates for the TA/PSA efficient writing and successful passing the oral examination.

- Web-Seminars/WBTs: 5 hours
- Interactive test (integrated into WBT)

### Module 2: International commercial law and contract drafting

Patent Law # International contract and licensing law # Environmental and product liability Law # Intellectual property (national/international) # Environmental criminal law # Customs aspects

- Seminar/Web-Seminars/WBTs: 18 hours

### Module 3: Global sourcing & Logistics

Supply chain management # Logistics # Supplier evaluation # Availability of technologies # Trade fair preparation and implementation Management

- Seminar/Web-Seminars/WBTs: 18 hours

### Module 4: Intercultural management & Negotiation

Intercultural peculiarities # Consolidation of terminology and continuation of communicative competence # Negotiation taking into account the peculiarities of international negotiation management # Management and negotiation management, presented at different levels of negotiation

- Seminar/Web-Seminars/WBTs: 18 hours

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## Target Group

The certification course is aimed at persons who are responsible for foreign trade in companies and organizations, as well as persons who are responsible for the positioning and marketing of products and services abroad as group managers or project managers.

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## Qualification aim

The participants will get acquainted with the core intercultural issues of business activity, the national characteristics of the perception of arguments, presentation materials as well as the behavior of the presenting person and they learn to grasp different types of presentation and the interdependence of goal and form of a presentation.

They deal with fundamental aspects of the internationalization of business law issues, deepen their knowledge of intellectual property protection and learn about the provisions of the Incoterms governing the supply of goods. They

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will work out questions of global procurement, learn how a global supply chain can be represented and modelled, learn how a procurement analysis is carried out, and will be familiar with possibilities of supplier evaluation.

The participants get an overview of the most well-known theories and models of global marketing, learn about different strategies of market entry and link marketing activities with strategies of technology transfer. The participants acquire methodological competence to successfully place products and services in international markets.

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## Management

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin | SGIT Steinbeis Global Institute Tübingen

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## Experts, Professors and practical experts with experience in teaching

- Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin | Steinbeis Global Institute Tübingen
  - Dr. Andreas Frost, Lawyer and Mediator, Specialisation in International Business Relations, Reutlingen
  - Achim Götzenberger, Dipl. Ing. (FH), MBA, Company Dürr
  - Petra Lohmüller, Master of Arts, Export-Akademie Baden-Württemberg GmbH
  - Ruben Gotthardt, Master of Arts, International logistic
  - Anna Mozhukhina, Master of Arts, Intercultural Management, negotiation
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## Coaching

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

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## Workload

The training course „Global Marketing & Sales“ is certified by Steinbeis Akademie of Steinbeis University Berlin with a total workload of 221 hours

The workload is as follows:

- 77 hours seminar time
  - 108 hours self-study time based on the provided by SGIT study materials
  - 36 hours transfer time for writing a transfer paper. The volume of the transfer paper (TA) is about 6 pages plus appendices.
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## Course structure

Web-Seminars and interactive web-based trainings have a duration of about 3 hours. Web-Seminars have fixed dates: Access to interactive WBTs is open during the whole course and working time is flexible.

### Module 1

- *Web-Seminar 1:* «International Marketing. Introduction»
- *WBT-Session:* «International Marketing in the Digital age -Basics»
- *Web-Seminar 2:* «Marketing of technologies»
- *Web-Seminar 3:* «Strategic marketing»
- *Web-Seminar 4:* «Global Models of Commercialization»
- *Web-Seminar 5:* «Corporate Foresight»

### Sub-Module 1-1

- *Web-Seminar:* "The scientific work Fundamentals" WBT-Session: "Scientific Work -Basics"

### Module 2

- *Web-Seminar 1:* "Patent Law"
- *Web-Seminar 2:* "International contract and licensing law"
- *Web-Seminar 3:* "Environmental and product liability Law "
- *Web-Seminar 4:* "Intellectual property (national/ international)"
- *Web-Seminar 5:* "Mediation process"
- *Web-Seminar 6:* "Mediation process - practical perspective"

### Module 3

- *Web-Seminar 1:* « Global sourcing & Logistics –Introduction»
- *Web-Seminar 2:* «Global Sourcing»



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- *Web-Seminar 3:* «Purchasing»
- *Web-Seminar 4:* «Logistic systems 1»
- *Web-Seminar 5:* «Logistic systems 2»
- *Web-Seminar 6:* «Logistic systems 3»

## Module 4

- *Web-Seminar 1:* «Intercultural Management and cross-cultural negotiation –introduction»
- *Web-Seminar 2:* « Intercultural Management»
- *Web-Seminar 3:* «Challenges in Negotiation»
- *Web-Seminar 4:* «Cross-cultural negotiation»
- *Web-Seminar 5:* «Presenting and visualizing successfully»
- *Web-Seminar 6:* «Strategic Human Resource Management»

## Transfer Paper

Latest submission deadline of the transfer paper is 2 weeks after the last module

## Registration & Information:

The course registration can be done online. The registration form can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Course Fee

Course fee for all 4 modules is € 2100.-

including 19% VAT

## Certificate of Advanced Studies (CAS)

Basis for the CAS is the creation of a transfer paper (TA) according to the specifications of the Steinbeis University Berlin with approx. 6 pages and evaluation of the work.

## Organization

The course is conducted in distance learning and self-study phases with optional residential seminars.

The attendance/Web-Seminar phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to cooperate, interact and work in teams is trained in

group work, case studies, role-plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

## Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

Recommended duration of the course is 4 months.

Flexible Start Date

More information at [steinbeis.education](http://steinbeis.education)

Internationally also customized courses are conducted with other starting dates.

For detailed timetable please contact [anna.mozzhukhina@steinbeis.education](mailto:anna.mozzhukhina@steinbeis.education)

## Application procedure

The General Terms and Conditions of Steinbeis Global Institute Tübingen are applied and can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Contact

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