

<b>Georg-August-Universität Göttingen</b> <b>Universität Kassel/Witzenhausen</b> <b>Module M.SIA.E06: International organic food markets and marketing</b>	6 C 4 WLH
<b>Learning outcome, core skills:</b> Students <ul style="list-style-type: none"> <li>· are able to describe international markets for organic food</li> <li>· know about international organic regulations</li> <li>· are able to outline the steps for developing a marketing strategy</li> <li>· know how to develop a marketing concept on international markets</li> <li>· acquire personal skills for oral and written presentations in teamwork.</li> </ul>	<b>Workload:</b> Attendance time: 60 h Self-study time: 120 h
<b>Course: M.SIA.E06.C International markets and marketing for organic products</b> (Lecture, Seminar) <i>Contents:</i> <ul style="list-style-type: none"> <li>• Analysis of international markets for organic products</li> <li>• Organic regulations</li> <li>• Basics of food marketing for exporters</li> <li>• Oral and written presentation of marketing topic Vahlen, Munich.</li> </ul> Armstrong, G, Kotler, K., Opresnik, M.O. 2016: Marketing: An Introduction, 13th ed., Pearson, Harlow, UK. Hollensen, S., Opresnik, M.O. 2015: Marketing: A Relationship Perspective.	4 WLH
<b>Examination: Presentation (ca. 20 minutes) with written outline (max. 5 pages) (40%) and oral exam (approx. 30 minutes) (60%)</b> M.SIA.E06.Mp: International markets and marketing for organic products <b>Examination requirements:</b> Knowledge of tasks and approaches in market research as well as knowledge of data survey methods, prognosis methods and analysis methods.	6 C
<b>Admission requirements:</b> none	<b>Recommended previous knowledge:</b> Basic knowledge on marketing
<b>Language:</b> English	<b>Person responsible for module:</b> Prof. Dr. Katrin Zander
<b>Course frequency:</b> each winter semester; Witzenhausen	<b>Duration:</b> 1 semester[s]
<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b>
<b>Maximum number of students:</b> 35	