

E06 International markets and marketing for organic products

Module	International markets and marketing for organic products							
Code	E06							
Coordinator	Prof. Dr. U. Hamm							
Language	English							
Stud. Workload	180h (60h contact time)							
Credits	6 ECTS							
Frequency (WS/SS)	SS							
Instructors	Prof. Dr. U. Hamm, Dr. J. Aschemann, M.Sc. U. Gilles							
Contents	Analysis of international markets and trade for organic products; import regulations of the EU; marketing strategies and instruments for the export of organic products; case studies for the export of organic products from developing countries to the EU; design of a business plan.							
Objectives	Students are able (i) to analyse international market statistics; (ii) to describe the modes of functioning of EU import regulations for organic products; (iii) to define the necessary steps to collect and analyse market data of export markets; (iv) to develop a marketing concept for the export of organic products; (v) to elaborate written and oral presentations in teamwork.							
Literature	Jain, S.C. 2001: International marketing, 6th ed., South Western Thomson Learning, Cincinnati; Kotler, P., Keller, K.L. 2006: Marketing management, 12th ed., Pearson Prentice Hall, Upper Saddle River; Schmid, O., Hamm, U., Richter, T., Dahlke, A. 2004: A guide to successful organic marketing initiatives. Research Institute of Organic Agriculture, Frick/Switzerland; Wilson, R.M.S., Gilligan, C. 2003: Strategic marketing management, 2nd ed., Elsevier Amsterdam.							
Study system usability	Economy		Organic		Tropical			
	E		M		E			
Entrance requirements	Basic knowledge on marketing							
Instruction type	Lecture		Seminar	Excursion	Practice	Tutorial	Project	
Duration [contact h]	30		30					
Examination type	Oral test	Written test	Homework	Sem. speech	Protocol	Work report	Proj. report	Proj. pres.
	x		x	x				
Grade composition	50% oral test, 25% written presentation, 25% oral presentation							