

<b>Georg-August-Universität Göttingen</b> <b>Universität Kassel/Witzenhausen</b> <b>Module M.SIA.E06: International markets and marketing for organic Products</b>	6 C 4 WLH
<b>Learning outcome, core skills:</b> (i) Analysis of international markets for organic products; International trade (ii) Import regulations for organic products in different countries; (iii) Import regulations for agricultural products in the EU; (iv) Export market research and analysis from the viewpoint of developing countries; (v) Marketing strategies for the export of organic products; (vi) Marketing measures for the export of organic products; (vii) Case study for export of organic products from a developing country to the EU.	<b>Workload:</b> Attendance time: 56 h Self-study time: 124 h
<b>Course: International markets and marketing for organic products</b> (Lecture, Seminar) <i>Contents:</i> (i) Analysis of international markets for organic products; International trade (ii) Import regulations for organic products in different countries; (iii) Import regulations for agricultural products in the EU; (iv) Export market research and analysis from the viewpoint of developing countries; (v) Marketing strategies for the export of organic products; (vi) Marketing measures for the export of organic products; (vii) Case study for export of organic products from a developing country to the EU  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.	4 WLH
<b>Examination: Presentation (ca. 20 minutes) with written outline (max. 5 pages) (50%) and oral exam (approx. 30 minutes) (50%)</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. Ulrich Hamm
<b>Course frequency:</b> each summer 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>	

**Additional notes and regulations:****Literature:**

Literature: Development of organic agriculture world wide - Lockeretz, W. (ed.) (2007): Organic farming: An international history. CABI, Wallingford/UK. - Willer, H. and Kilcher, L. (eds.) (2012): The world of organic agriculture. Frick/Switzerland. - <http://www.soel.de> - <http://www.ifoam.org> - <http://www.fao.org> - <http://www.orgprints.org> General political framework for imports of organic products in the EU - <http://eur-lex.europa.eu/en/legis/20110301/chap03.htm> Marketing concepts - Armstrong, G., Kotler, P., Harker, M. and Brennan, R. (2009): Marketing. An Introduction. 9th ed., Pearson Education, Harlow/England (European version) - Doyle, P. and Stern, P. (2006): Marketing management and strategy. 4th ed., FT Prentice Hall, Hemel Hempstead/UK - Jain, S. C. (2001): International marketing management. 6th ed., South Western, Cincinnati, Ohio/USA - Kotler, P. and Keller, K. L. (2006): Marketing management. 12th ed., Prentice-Hall Pearson, Upper Saddle River, New Jersey/USA - Schmid, O., Hamm, U., Richter, T. and Dahlke, A. (2004): A guide to successful organic marketing initiatives. Organic marketing initiatives and rural development vol. 6, Research Institute of Organic Agriculture, Frick/Switzerland - Wilson, R. M. S. and Gilligan, C. (2005): Strategic marketing management. 3rd ed., Butterworth-Heinemann, Oxford/UK - Zander, K., Hamm, U., Freyer, B., Gössinger, K., Hametter, M., Naspetti, S., Padel, S., Stolz, H., Stolze, M. and Zanolli, R. (2010): Farmer Consumer Partnerships – How to successfully communicate the values of organic food consumers. University of Kassel.[http://orgprints.org/17852/1/CORE\\_FCP\\_Handbook\\_en\\_2010.pdf](http://orgprints.org/17852/1/CORE_FCP_Handbook_en_2010.pdf)