



Ljubljana Summer School
“Take the Best from East & West”
4 – 22 July 2022

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

Bachelor (final year) & Master

10:00 – 12:30

PFOETSCH Waldemar

Pforzheim University, Germany

Course objectives and learning outcomes:

The course provides you a new integrative thinking model, regardless as B2C, B2B, service marketer. It provides the student with a strategic and functional focus of the current challenges in the marketing world. The course introduces the significant changes in marketing thinking and provides you with a new model (Bangalore model) for a better understanding of the challenges of increased digitalization and globalization. The Bangalore model is encouraging you about rethinking the core competencies of marketing and defining them to add value to businesses in the digital transformation. The course will give you guidance for implementing the new concept in today's business environment.

After attending the classes, you should be able to:

- Understand the new challenges of digitalization and service orientation where companies operate in today
- Understand fundamental principles of the new marketing mindset
- Understand how design thinking and service-dominant logic works
- Understand and apply basic concepts of the new marketing mindset
- Understand different marketing strategies in the digital environment
- Critically evaluate different marketing strategies innovative companies



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Course syllabus/Daily topics:

The course, after a general introduction on the methodology of experimental economics, is organised into the following key topics in behavioural and experimental economics:

LECTURE DAY	TOPIC/SESSION (detailed description)
Monday, 4 July	<i>Welcome session</i>
Tuesday, 5 July	Chapter 1. The Current State of Marketing Case study: Whole Foods Market and
Wednesday, 6 July	Chapter 2: The New Paradigm: H2H Marketing Design Thinking Case Study: Salesforce
Thursday, 7 July	Chapter 2: The New Paradigm: H2H Marketing Service Dominant logic Case Study: SKF and Schaeffler - on the way to becoming a solution provider
Friday, 8 July	Chapter 2: The New Paradigm: H2H Marketing Digitalization Case Study: Digitization and Industry 4.0 with a Star
Monday, 11 July	Chapter 3: H2H Mindset: The Basis Case Study: The Good kitchen in Holstebro
Tuesday, 12 July	Chapter 4: H2H Management: Putting Trust and Brand in Focus Case Study: The Liva Success Story
Wednesday, 13 July	Chapter 5: Rethinking Operative Marketing: The H2H Process Case Study: H2H Marketing in the traditional B2B Company, Duerr Systems AG
Thursday, 14 July	Chapter 5: Rethinking Operative Marketing: The H2H Process Case Study: Lamoral Cool Roof for the Spanish construction market
Monday, 18 July	Chapter 5: Rethinking Operative Marketing: The H2H Process Case Study: Fujifilm Transformation from a photographic film maker
Tuesday, 19 July	Chapter 6: Finding Meaning in a Troubled World



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	Case Study: Patagonia A human-centered approach to business and marketing
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination / Project presentations
Friday, 22 July	Meeting hours with students & Farewell

Prerequisites:

Participants should have completed all the foundation courses in management.

Examination methods:

The final score is comprised of class attendance, class participation, group presentation and written assignments. It is computed as follows:

- Individual - Class participation: 10% (class attendance, class participation)
- Group assignment 1: presentations: 20% (preparation of content, presentation and discussion)
 Topic: Case Study presentation and discussion
- Group assignment 2: presentations: 20% (preparation of content, presentation and discussion)
 Topic: New examples of H2H Marketing in companies and organizations
- Individual assignment: Paper 50% (quality and logic of writing) 10 pages
 Topic: Applying the H2H Marketing concept

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	