

2019.FS

Module Name: Markets & Marketing	
Module Code	w.BA.XX.1MKT-IM.XX
Module Description	The module aims to introduce students to the key concepts and principles of marketing; give students a solid theoretical and practical foundation in marketing, including the latest theories, models and concepts as well as “best practices” in this field; enable students to compile, evaluate, and interpret marketing-relevant information; and introduce students to marketing planning, implementation, and controlling.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	6
Organizational Unit	W Institut für Marketing Management Ltg.
Module Coordinator	Helen Vogt (vogh)
Deputy Module Coordinator	Brian Rüeger (rubn)
Prerequisite Knowledge	Program entry requirements
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § identify the appropriate marketing mix elements for the target market. § define and construct a problem-oriented and practical marketing plan (goals/strategy/measures) on the basis of systematically-gathered information about the target market. § demonstrate an understanding of the ways in which a company's marketing activities can be implemented, monitored, and controlled. § compile, evaluate, and interpret marketing-relevant information. § communicate in a concise and logical manner – through regular group presentations. § work autonomously and in groups on assignments and additional reading.
Module Content	<ul style="list-style-type: none"> § The module explores key marketing concepts and shows how they apply to business practices today. § The course covers the essential knowledge and techniques managers need to be successful, whether in large companies or small businesses, profit-oriented firms, or not-for-profit organizations. § Topics include customer-oriented marketing strategies, buyers and markets, target market selection, and the marketing variables of products (and services), price, promotion, and distribution.
Links to other modules	-

Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work § Literature Review § Discussion § Presentation	Social Settings Used:		
		§ Individual Work § Pair Work § Group Work		
Digital Resources	§ Teaching Materials § Multiple Choice Tests			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	56 h	-		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	-	68 h		
Seminar	-	-		
Total	56 h	68 h	56 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
Written exam	Closed book	60	75,00%	
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"			
	Others	Assessment	Length (min.)	Weighting
	Talk/oral presentation	Grade	15	25,00%
Classroom Attendance Requirement	-			
Language of Instruction/Examination	English			
Compulsory Reading	Kotler, P. & Armstrong, G. (2017). Principles of Marketing. Global Edition. 17th edition. Pearson. ISBN 9781292220178.			
Recommended Reading	Readings available on Moodle or distributed in class			
Comments	-			