

Valid for 2023.FS

<b>Module Name: Markets &amp; Marketing</b>	
Module Code	w.BA.XX.1MaMKT-IM.XX
Module Description	This module aims to introduce students to the key concepts and principles of marketing. It provides a solid theoretical and practical foundation in marketing, including the latest theories, models, and concepts as well as “best practices” in this field. In addition, it enables students to compile, evaluate, and interpret marketing-relevant information and apply the appropriate tools at each stage of the marketing process.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-Year Studies
ECTS	6
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Helen Vogt (vogh)
Deputy Module Coordinator	Pia Furchheim (furf)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § understand the key concepts and principles of marketing. § identify the various steps in the marketing process and apply the appropriate tools and methods in each step. § explain the objectives and interactions of the various marketing instruments. § apply the lessons learned in a simulated but realistic setting. § communicate in a concise and logical manner – through regular group presentations. § work autonomously and in groups on assignments and simulations.
Module Content	§ Strategic marketing process § Situation assessment - marketing research and data-driven marketing § Consumer behavior § Marketing mix § Customer relationship management § Sustainable marketing § Digital marketing § Global marketing
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1IM-IM.XX w.BA.XX.1IntBM-IM.XX

Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work	<b>Social Settings Used:</b> § Individual Work § Group Work		
Digital Resources	§ Teaching Videos § Teaching Materials § Multiple Choice Tests § Marketing simulation game			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	56 h	8 h		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	28 h	-		
Seminar	-	-		
<b>Total</b>	<b>84 h</b>	<b>8 h</b>	<b>88 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Written exam	Closed book	60	80.00 %	
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Participation in simulation game	Grade	-	20.00 %	
Classroom Attendance Requirement	Mandatory Attendance: None			
Language of Instruction/Examination	English			
Compulsory Reading	Kotler, M. & Armstrong, G. (2020). Principles of Marketing, Global Edition. 18th edition. Pearson. ISBN 978-1-292-34113-2.			
Recommended Reading	Various articles and case studies			
Comments	-			