

2019.HS

Module Name: Advanced Marketing	
Module Code	w.BA.XX.2AMark.XX
Module Description	Students acquire advanced knowledge of the three key schools of thought and analysis of marketing: customer perspective, relationships, and product management; based on these they can create a consistent marketing plan for a company.
Program and Specialization	Business Administration - General 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: Main Study Period
ECTS	6
Organizational Unit	W Institut für Marketing Management Ltg.
Module Coordinator	Frank Hannich (hanf)
Deputy Module Coordinator	Sandro Graf (graa)
Prerequisite Knowledge	Foundations of marketing
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"> § are able to reproduce advanced, application-oriented knowledge of marketing (focus areas: consumer behavior, product management, relationship management) § are able to explain the concept of customer perspective and how relationships and product management create value in companies § are able to analyze and solve the marketing problems of a company and create and implement a consistent, well-reasoned marketing plan based on the specialist knowledge they have acquired § are able to collect the necessary market and customer information § are able to create a marketing plan including a marketing, customer, and product management strategy as well as the various segment plans for the 7 Ps in a customer lifecycle (acquisition, development, and customer retention) § are able to choose and prioritize suitable marketing measures § are able to evaluate ethical standards and sustainability § are able to present their own ideas and concepts to an expert audience (interim presentations of strategic analysis, marketing goals, and priorities in operative marketing and a final presentation of a marketing plan) § are able to apply a problem-based learning approach consistently. Develop the ability and the motivation to further advance their knowledge of business administration independently § are able to promote self-directed learning by means of autonomous and guided self-study

Module Content	§ Foundations of customer behavior: Introduction, areas of application, models, internal customer processes (overview of cognitive and activating processes) § Introduction to marketing planning, structure, and examples and templates of implementation (incl. segment plans for the 7Ps in a customer relationship life cycle, planning instruments of marketing strategy, communication plan, distribution planning, etc.) § Foundations and instruments of customer relationship management (customer strategy, customer relationship lifecycle, identifying relevant events in the customer relationship lifecycle, customer segments and customer value, as well as fundamental measures of customer relationship management) § Foundations and instruments of product management (success chain of product management, management of the product lifecycle, program analysis, product development) § Marketing business case			
Links to other modules	-			
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching § Discussion § Presentation	Social Settings Used: Group Work		
Digital Resources	Reader			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	16 h	-		
Small Class	20 h	-		
Group Instruction	-	20 h		
Practical Work	-	-		
Seminar	-	-		
Total	36 h	20 h		
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others	Assessment	Length (min.)	Weighting	
Talk/oral presentation	Grade	15	40,00 %	
Written Assignment	Grade	-	40,00 %	
Talk/oral presentation	Grade	15	20,00 %	
Classroom Attendance Requirement	Compulsory attendance at interim and final presentations			
Language of Instruction/Examination	German			
Compulsory Reading	§ Rüeger, B., Ergenzinger, R., Thommen, J. & Lucco, A. (2015). Marketing : Konzepte - Instrumente - Aufgaben. 3rd edition. Versus. ISBN 978-3-03909-246-8. § Selected specialist literature			
Recommended Reading	§ Literature review as part of students' autonomous self-study			
Comments	-			