

Valid for 2021.FS

Module Name: Marketing & Human Capital Management	
Module Code	w.BA.XX.2MHCM-BL.XX
Module Description	Students gain an overview of two important general management specializations and understand their key areas of application. They understand the main terms and the process of marketing. They can also evaluate and apply the main marketing tools based on the marketing mix (marketing). This is effective with employees who exhibit the required human capital to actually implement the corporate strategy. Students know the roles and duties of human capital management and its contribution to corporate success. They also know the important tools and processes of HCM and are capable of working together with specialists from the field of HCM (HR).
Program and Specialization	Business Law
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
Module Coordinator	Marcus Zimmer (zims)
Deputy Module Coordinator	Konrad Rietmann (riek)
Prerequisite Knowledge	Business administration basic principles and strategy
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 the fundamental interrelations in marketing. § are able to understand the interplay between various marketing tools and their effects in a defined market. § know the three strategic areas of human capital management and are able to explain their strategic significance for a company. § are able to utilize problem and practice-oriented marketing concepts. § are able to explain the three strategic areas of human capital management (human capital marketing, performance management, and competence management) in detail and are able to analyze them and reflect on them using a practical case (company). § are able to evaluate solutions for issues in the fields of marketing and human capital management based on learned criteria. § are able to communicate acquired knowledge in an appropriate manner and give a presentation. § are able to represent and express a point of view. § are able to give constructive feedback. § are able to work in groups to achieve a particular goal.

	§ are able to develop a willingness to engage further with problem areas in the fields of marketing and human capital management. § are able to adopt various points of view in the evaluation of problem areas in the fields of marketing and human capital management.		
Module Content	§ Introduction to the definition, process, and auditing of marketing § Market analysis & research: Macro-environment; PESTEL, and Porter analysis § Strategic corporate and marketing planning: Segmentation, targeting, and positioning § Marketing Mix I: Product, pricing, and communication policy § Marketing Mix II: Distribution policy; process, people, and physical environment § Human capital as value creation factor vis-a-vis competitors § Human capital strategy as an essential component of a corporate strategy § Positioning a company in the internal and external labor market and elements of human capital recruitment (human capital marketing) § Elements of performance management: Processes, work content, control logic, corporate organization, and motivational incentives) § Competence management: Recognizing and developing knowledge and skills		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2BWL-BL.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Exercises § Problem-Oriented Teaching § Project Work § Literature Review § Discussion § Group project § Presentation	Social Settings Used: Group Work	
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	28 h	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	28 h	96 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	15	50,00 %
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Classroom Attendance Requirement	Mandatory Attendance: None none		
Language of Instruction/Examination	German		
Compulsory Reading	§ HCM: Compulsory reading consists of extracts from the publications listed below (details given during classroom sessions).		
Recommended Reading	§ Lucco, A., Rüeger, B., Ergenzinger, R., Fuchs, R. & Thommen, J. (2017). Marketing: Konzepte, Instrumente, Aufgaben. 5th edition. Zürich: Versus. ISBN 978-3-03909-346-5. § Meyer - Ferreira, P. (2015). Human Capital strategisch einsetzen. 2nd edition. Köln: Luchterhand. ISBN 978-3-472-08659-8.		
Comments	Various strategic themes will be studied in detail through case studies in selected business management subject areas. This is intended to give students the ability to apply and transfer acquired knowledge.		