

2019.HS

Module Name: Marketing Trends		
Module Code	w.BA.XX.2MT.XX	
Module Description	This module enables students to identify and discuss current topics of marketing in the context of social and technological mega trends as well as changing consumer needs. This enables them to draw conclusions for their future activities in the marketing field.	
Program and Specialization	§ Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology	
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 Elective <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td>Program Phase: Main Study Period</td> </tr> </table>	Program Phase: Main Study Period
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ECTS	3	
Organizational Unit	W Institut für Marketing Management Ltg.	
Module Coordinator	Darius Zumstein (zumd)	
Deputy Module Coordinator	-	
Prerequisite Knowledge	<ul style="list-style-type: none"> • Introduction to Business Administration • Foundations of Marketing 	
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 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 Self-Competence § Self-Management & Self-Reflection § Learning & Change	
Module Learning Objectives	Students... § recognize, within the context of the strategic topics of marketing, the issues that will be particularly important for marketing managers over the next three years. § know the relevant social, economic, and technological mega trends that have an effect on marketing; recognize the basic changes of needs, values, and capabilities of consumers and companies as drivers of new marketing approaches. § reflect on a selection of current strategic and operative methods and instruments in the field of marketing and are able to link these to elements of strategic marketing. § conduct in-dept, applied research on a topic (group project), in the course of which they recognize the driving forces, opportunities, and limitations of new marketing approaches and their practical significance for the field of marketing.	

Module Content	§ Students know the relevant social, economic, and technological mega trends. § Students know changes of consumer needs and behavior. § Students get to know at least one marketing trend and its theoretical and practical implications in detail. § Students know the background, potential, and limitations of a current trend topic in detail. Examples include: digital marketing, mobile marketing, influencer marketing, content marketing, marketing automation, E-commerce, long-tail marketing, augmented reality, AI in marketing, etc. (subject to changes).		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Guest lectures by marketing practitioners	Social Settings Used: Group Work	
Digital Resources	§ Reader § Lecture slides on Moodle		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	12 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	12 h	50 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	30	60,00 %
Written Assignment	Grade	-	40,00 %
Classroom Attendance Requirement	Attendance is compulsory for impulse presentations		
Language of Instruction/Examination	German		
Compulsory Reading	Fink, A. & Sieber, A. (2014). Handbuch Zukunftsmanagement: Werkzeuge der strategischen Planung und Früherkennung. 2nd edition. Frankfurt/New York: Campus Verlag. ISBN 3593395509.		
Recommended Reading	Various articles		
Comments	Additional reading assignments will be communicated as needed.		