

2019.HS

<b>Module Name: Marketing</b>	
Module Code	w.BA.XX.2Mark-WIN.XX
Module Description	Students possess a general knowledge in the field of marketing and are capable of applying the common methods and concepts in a practical context. They are able to arrange, evaluate, and interpret information relevant to marketing. They are in a position to work on application-oriented marketing projects and tasks independently.
Program and Specialization	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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Institut für Marketing Management Ltg.
Module Coordinator	Rolf Rellstab (rell)
Deputy Module Coordinator	Roger Seiler (seir)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ can differentiate between different marketing definitions.</li> <li>§ can explain the basic tasks in marketing and formulate marketing goals.</li> <li>§ are able to elaborate on the structure and methodology of marketing planning.</li> <li>§ can analyze market systems.</li> <li>§ can describe the nature, tasks and selected methods of market research.</li> <li>§ can develop an understanding of the customer.</li> <li>§ are able to explain and voice solution approaches to problem areas in marketing, devised in groups or alone.</li> <li>§ have developed a readiness to continue to engage with marketing issues.</li> <li>§ are able to adopt various points of view (company perspective, customer perspective, etc.) in the evaluation of problem areas in marketing.</li> </ul>
Module Content	<ul style="list-style-type: none"> <li>§ Marketing perspectives and developments</li> <li>§ Market research and consumer behaviour research</li> <li>§ Defining goals and formulating strategy in marketing</li> <li>§ Customer acquisition, customer retention, and customer value management</li> <li>§ Product innovation, product maintenance, and price management</li> </ul>
Links to other modules	The content of this module is linked to the following module: w.BA.XX.1BI.XX

Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Literature Review § Impulse presentation § Group project § Discussion § Field trip	<b>Social Settings Used:</b> Group Work		
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	28 h	42 h		
Small Class	28 h	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>56 h</b>	<b>42 h</b>	<b>82 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	50,00 %	
<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>	
Talk/oral presentation	Grade	20	50,00 %	
Classroom Attendance Requirement	-			
Language of Instruction/Examination	German			
Compulsory Reading	Esch, F., Hermann, A. & Sattler, H. (2017). Marketing: Eine managementorientierte Einführung. 5th edition. München: Vahlen. ISBN 978-3-8006-5470-3.			
Recommended Reading	-			
Comments	-			