

2019.HS

Module Name: Marketing	
Module Code	w.BA.XX.2Mark-en.XX
Module Description	Students possess a sound knowledge in the field of marketing and can apply the relevant methods and concepts in a practical context. They can set meaningful marketing goals, evaluate and interpret information relevant to marketing, and work on application-oriented marketing projects and tasks independently.
Program and Specialization	Business Administration - Banking and Finance (PiE)
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: First-Year Studies
ECTS	6
Organizational Unit	W Institut für Marketing Management Ltg.
Module Coordinator	Helen Vogt (vogh)
Deputy Module Coordinator	Manuel Holler (holr)
Prerequisite Knowledge	Basic mathematics
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 outline the fundamental interrelations in modern marketing. § understand the purpose of and are able to utilize marketing tools correctly. § are able to elaborate on the structure and methodology of marketing planning. § are able to transfer a problem and practice-related concept (goals, strategy, measures) to the sales markets of a practical example on the basis of systematically acquired information. § are able to evaluate solutions for specific marketing issues on the basis of learned criteria. § are able to use the correct terminology in marketing situations. § are able to develop and explain potential solutions to problem areas in marketing, devised in groups or on their own. § are able to elaborate on solutions proposed by others and comment on these critically.
Module Content	The module explores key marketing concepts and shows how they apply to today's business practices. The module covers the essential knowledge and techniques marketing managers need to compete successfully, whether in large companies or small businesses, profit-oriented firms or not-for-profit organizations. Topics include customer-oriented marketing strategies, consumer behavior, branding and positioning, covering the basic marketing mix of products and services, price, promotion, and distribution. The program includes case studies, practical examples, and guest lectures from practitioners.

Links to other modules	The content of this module is linked to the following module: w.BA.XX.2IBS-en.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work § Explorative Learning § Literature Review § Presentation § Group project § Discussion	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	-	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	50 h	-	
Seminar	-	12 h	
Total	106 h	12 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	65.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
	Others	Assessment	Length (min.)
	Talk/oral presentation	Grade	15
			35.00 %
Classroom Attendance Requirement	100% attendance during the final oral presentations. Absences must be advised by the students in advance as unexcused absences will be graded accordingly. In cases where advance notification is not feasible (e.g., accident, or emergency) the student must provide notification by the end of the third working day after the absence.		
Language of Instruction/Examination	English		
Compulsory Reading	Kotler, P., Armstrong, G., Harris, L. & Piercy, N. (2017). Principles of Marketing - Seventh European Edition. 7th edition. UK: Pearson Education. ISBN 978-1-292-09289-8.		
Recommended Reading	Readings put on Moodle or distributed in class		
Comments	-		