

2019.HS

Module Name: Marketing			
Module Code	w.BA.XX.2Mark-flex.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	<ul style="list-style-type: none"> § Business Administration - Banking and Finance (FLEX) § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance (Flex) 		
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory</td> <td style="width: 50%;">Program Phase: First-Year Studies</td> </tr> </table>	Module Type: Compulsory	Program Phase: First-Year Studies
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ECTS	6		
Organizational Unit	W Institut für Marketing Management Ltg.		
Module Coordinator	Rainer Fuchs (fuhs)		
Deputy Module Coordinator	Marc Blume (blum)		
Prerequisite Knowledge	-		
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 traditional marketing. § are able to explain the interplay and interactions between various marketing tools. § 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 present their acquired knowledge and give a talk. § are able to represent a viewpoint. § are able to elaborate on the solution approaches adopted by others and comment on these critically. § are able to use the correct terminology in marketing situations. § are able to develop a readiness to continue to engage with marketing issues. § are able to explain and voice solution approaches to problem areas in marketing, devised in groups or alone. 		

Module Content	§ Structured development of a marketing concept with the following main steps: § Capturing and describing market events, § Analysis of the current situation, capturing of the relevant needs, skills, and customer segments. § Development of a longer term marketing strategy, especially with regard to brand management decisions, defining the positioning, and determining how to act towards individual stakeholder groups. § Implementation of a marketing strategy employing the four task areas of marketing: 1) customer experience management (CEM), 2) customer relationship management (CRM), and the 7 Ps (both analogously and digitally).		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	24 h	40 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	24 h	40 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	90	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		
Others			
-	Assessment	Length (min.)	Weighting
-	-	-	-
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	(2017). Marketing: Konzepte · Instrumente · Aufgaben. 5th edition. Zürich: Versus. ISBN 978-3-03909-346-5.		
Recommended Reading	-		
Comments	-		