

Valid for 2022.HS

| Module Name: Marketing | | | |
|---|--|-----------------------------------|---|
| Module Code | w.BA.XX.2Mark.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 - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance | | |
| 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, Business Law and Applied Law, first adopted on 12.05.2009 | | |
| Module Category | <table border="0" style="width: 100%;"> <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 | | |
| Module Coordinator | Adis Merdzanovic (medz) | | |
| Deputy Module Coordinator | Jens Haarmann (haar) | | |
| Prerequisite Knowledge | Module "Skills", Module "Principles of BusinessAdministration" | | |
| 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 | <p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <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 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. § explain the interactions between various marketing tools | | |

| Module Content | § Structured development of a marketing plan, which essentially includes the following steps: § The gathering and description of market development as a system § Analysis of the current situation, recording of the strengths and weaknesses of the undertaking within its competitive environment, and the recognition of market-relevant opportunities and risks from a marketing perspective § Development of a long-term marketing strategy, in particular, decisions about which partial markets and market segments to deal with, defining of positioning, and conduct towards individual stakeholders. § Decisions about how to steer the implementation of the operative measures based on the four main tasks in marketing, namely 1) Customer Experience Mngt. (CEM), 2) Customer Relationship Mngt. (CRM) as well as the marketing mix, and of the 7 Ps (analog and digital). § Thinking within the Marketing Dialog Model – total marketing integration (integration of the four main tasks of marketing) | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------|--|--|------------------------------|--------------------|------|---------------|-----------|--------------|-------------|----|----------|----------------------------|--|-----------------|--|--------|------------|---------------|-----------|---|---|---|---|
| Links to other modules | - | | | | | | | | | | | | | | | | | | | | | | |
| Methods of Instruction | § Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Literature Review | Social Settings Used: § Individual Work § Pair Work § Group Work | | | | | | | | | | | | | | | | | | | | | |
| Digital Resources | § Reader § Teaching Videos § Teaching Materials § 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 | 28 h | 8 h | | | | | | | | | | | | | | | | | | | | | |
| Small Class | 28 h | - | | | | | | | | | | | | | | | | | | | | | |
| Group Instruction | - | - | | | | | | | | | | | | | | | | | | | | | |
| Practical Work | - | - | | | | | | | | | | | | | | | | | | | | | |
| Seminar | - | - | | | | | | | | | | | | | | | | | | | | | |
| Total | 56 h | 8 h | | 116 h | | | | | | | | | | | | | | | | | | | |
| Performance Assessment | <table border="1"> <thead> <tr> <th>End-of-module exam</th> <th>Form</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>Closed book</td> <td>90</td> <td>100,00 %</td> </tr> <tr> <td>Permitted Resources</td> <td>Approved calculator according to "Guidelines on Supplementary Materials"</td> <td>With dictionary</td> <td></td> </tr> <tr> <th>Others</th> <th>Assessment</th> <th>Length (min.)</th> <th>Weighting</th> </tr> <tr> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table> | | | 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" | With dictionary | | Others | Assessment | Length (min.) | Weighting | - | - | - | - |
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| - | - | - | - | | | | | | | | | | | | | | | | | | | | |
| Classroom Attendance Requirement | Mandatory Attendance: None No classroom attendance requirement | | | | | | | | | | | | | | | | | | | | | | |
| Language of Instruction/Examination | German | | | | | | | | | | | | | | | | | | | | | | |
| Compulsory Reading | Rüeger, B., Merdzanovic, A. & Wyss, S. (2022). Marketingmanagement. Running and Building the Business. Mit Marketing Unternehmen transformieren. 1st edition. Zürich: Versus. ISBN 978-3-8006-6839-7. | | | | | | | | | | | | | | | | | | | | | | |
| Recommended Reading | will be uploaded on moodle platform | | | | | | | | | | | | | | | | | | | | | | |
| Comments | - | | | | | | | | | | | | | | | | | | | | | | |