

Valid for 2021.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 - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - 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, 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		
Module Coordinator	Adis Merdzanovic (medz)		
Deputy Module Coordinator	Jens Haarmann (haar)		
Prerequisite Knowledge	Module "Skills", Module "Principles of Business Administration"		
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	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	Students... <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	Lucco, A., Rüeger, B., Fuchs, R., Ergenzinger, R. & Thommen, J. (2017). Marketing. Konzepte, Instrumente, Aufgaben. 5th edition. Zürich: Versus. ISBN 978-3-03909-346-5.																						
Recommended Reading	will be uploaded on moodle platform																						
Comments	The module description is based on the assumption that in the fall semester 2021 classes and exams will both take place on campus. Changes affecting the module or type of performance assessment are however possible at short notice if the situation changes due to the pandemic.																						