

Valid for 2023.HS

<b>Module Name: Marketing</b>	
Module Code	w.BA.XX.3Mark-FLEX.XX
Module Description	Students have generalist knowledge of marketing and are able to apply common methods and concepts. They are able to compile, evaluate, and interpret marketing-relevant information. They are also able to work independently on application-oriented marketing projects and subtasks.
Program and Specialization	§ Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-Year Studies
ECTS	6
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Rainer Fuchs (fuhs)
Deputy Module Coordinator	Adis Merdzanovic (medz)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § are able to explain the basic relationships of traditional marketing. § can explain the interplay and interaction of the various marketing instruments. § are able to understand the structure and methodology of marketing planning. § can transfer a problem- and practice-oriented concept (objectives, strategy, and measures) to a practical example based on systematically obtained information about the sales markets. § are able to evaluate solutions to marketing problems using various criteria. § are able to present the knowledge they have acquired and give a presentation. § are able to defend their point of view. § are able to give constructive feedback. § are able to work well in groups. § are able to develop a readiness to delve deeper into all aspects of marketing. § can consider different perspectives to assess problems in marketing

Module Content	§ Structured development of a marketing concept containing the following essential steps: § Capturing and describing what is happening in the market, § Analyzing the current situation, identifying the relevant needs, competencies, and customer segments, § Developing a long-term marketing strategy, in particular decisions regarding brand management, definition of positioning, and determination of the behavior towards the individual stakeholder groups. § Implementation of a marketing strategy through in the four task areas of 1) Customer Experience Management (CEM), 2) Customer Relationship Management (CRM) and via the 7 Ps (analog and digital).		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § 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	-	-	
Small Class	24 h	40 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>24 h</b>	<b>40 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	90	100,00 %
<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>
-	-	-	-
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	German		
Compulsory Reading	Rüeger, B., Merdzanovic, A. & Wyss, S. (2022). Marketing Management. 1st edition. Zürich: Versus. ISBN 978-3-03909-356-4.		
Recommended Reading	-		
Comments	-		