Valid from 2024.HS

Module description: Marketing

Module Code	w.BA.XX.3Mark-FLEX.XX
ECTS Credits	6
Language of Instruction/Examination	German
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.
Organizational Unit	IMM Ltg.
Module Coordinator	Rainer Fuchs
Deputy Module Coordinator	Marcus Zimmer
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	**Module Type** Compulsory **Program Phase** First Year-Studies
Prerequisite Knowledge	
Contribution to Program Learning Objectives (by the concerned 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

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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

This module is linked to the following modules:

Digital Learning Resources

- Teaching Videos
- Teaching Materials
- Practice and Application Exercises (with Key)
- Case Studies (with Key)
- Multiple Choice Tests

Methods of Instruction

- Exercises
- Case Studies
- Lecture
- Interactive Instruction

Social Settings Used:
- Individual Work
- Pair Work
- Group Work

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**	**116 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	closed book	90	100.00
Permitted Resources	Spec. calculator acc. to leaflet "Utilities"	With dictionary	

Others	Assessment	Format	Length (min.)	Weighting
-	-	-	-	-

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Classroom Attendance Requirement	None
Compulsory Reading	• Rüeger, B., Merdzanovic, A. & Wyss, S. (2022). Marketing Management. 1st edition. Zürich: Versus. ISBN 978-3-03909-356-4.
Recommended Reading	
Comments	