

Valid for 2022.HS

Module Name: Study Trip	
Module Code	w.MA.XX.STMA.19HS
Module Description	This module is designed to make the customer-centric culture and mindset of innovative businesses accessible to students. It focuses on establishing an outside-in rather than an inside-out view. This includes a wide range of topics such as marketing leadership, business processes, and skills needed for the future of marketing. We will visit established companies and start-ups that exemplify these skills and are leaders in terms of innovation and customer-centricity. The module also includes an assignment to critically reflect on the company visits, elaborate on their success factors, and consider how what you have learned may influence your career. The study trip is expected to take place in the week before the start of the semester (11-14 September). We are planning a four-day stay in Berlin from Sunday to Wednesday, which will cost a maximum of CHF 1,500 per person including travel, accommodation, and meals. During your stay in Berlin, the working language will be predominantly German. As the study trip is still in the planning phase, more detailed information will be provided in due course.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Brian Rüeger (rubn)
Deputy Module Coordinator	Marcel Stadelmann (stlc)
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 § 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... § understand how marketing can apply an outside-in approach. § identify the factors that make customer-centric organizations successful. § discuss future trends with practitioners and (marketing) experts. § critically reflect on the company visits and transfer the acquired knowledge to develop innovative marketing approaches. § learn to ask the "right" questions.
Module Content	§ Modern organizational structure § Real company cases § Identification of success factors § Innovative marketing approaches
Links to other modules	-

Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Problem-Oriented Teaching	Social Settings Used: § Individual Work § Group Work		
Digital Resources	§ Reader § Teaching Materials			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	-	-		
Excercise	-	-		
Project Work	-	-		
Seminar	35 h	55 h		
Total	35 h	55 h	0 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others	Assessment	Length (min.)	Weighting	
Written Assignment	Grade	-	100.00 %	
Students are not allowed to revise and resubmit performance assessment tasks.				
Classroom Attendance Requirement	Mandatory Attendance: Other Active (on-site) participation in the study trip is mandatory to pass this module.			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	-			
Comments	The module description is based on the assumption that travelling to Berlin and visiting companies will be possible in September 2022. Changes affecting the module or type of performance assessment are however possible at short notice if circumstances change.			