Valid from 2024.HS

Module description: Marketing

Module Code	w.BA.XX.WPM-MA-BL.XX
ECTS Credits	3
Language of Instruction/Examination	German
Module Description	In this elective module, students acquire an overview of one of the most important and stimulating specializations of business and management. Students learn the principles and concepts of marketing and are able to evaluate, select, and apply the most important marketing instruments based on the marketing mix. In a group assignment, an innovative marketing concept for a real company or a non-profit organization is developed, and learning content is applied in a practically oriented way.
Organizational Unit	IMM Ltg.
Module Coordinator	Marcus Zimmer
Program and Specialization	• Business Law
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 Elective **Program Phase** Main Study Period
Prerequisite Knowledge	Foundations and strategy of business administration
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 reproduce the basic interrelationships of marketing. • are able to evaluate how the various marketing instruments are interrelated and their effects on a specific market. • are able to analyze marketing problems and develop solution approaches based on the literature and their own concept ideas. • are able to process and present the knowledge acquired in a way that is appropriate for their audience. • are able to defend a point of view, present an argument, and give constructive feedback. • are able to work effectively in groups.
Module Content	• An introduction to marketing: the history of marketing; key terms, concepts, and tasks. • Market analysis: the macro- and micro-environments; PESTEL, five forces, and SWOT analysis; market research • Developing, expanding, and maintaining services and customer relationships • Defining target markets: segmentation, targeting, and positioning • Brand management and communication • Operational marketing with the 7 Ps (product, price, promotion, place, process, people, and physical evidence) • Digital marketing
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Reader
Methods of Instruction	• Interactive Instruction • Application Tasks • Project Work • Explorative Learning • Lecture Social Settings Used: • Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	14 h	
Lecture	-	-	
Small Class	-	-	
Excercise	-	-	
Group Instruction	-	-	
Project Work	-	-	
Seminar	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**28 h**	**14 h**	**48 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
-			
Permitted Resources			

Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	0	25
Talk/oral presentation	Grade	15	75

Classroom Attendance Requirement	None

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Compulsory Reading	• Rüeger, B., Merdzanovic, A. & Wyss, S. (2022). Marketingmanagement: Building and Running the Business. Mit Marketing Unternehmen transformieren. Zürich: Versus. ISBN 978-3-03909-356-4.
Recommended Reading	
Comments	