

Valid from 2025.FS

Module description: Markets & Marketing		
Module Code	w.BA.XX.1MaMKT-IM.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	This module aims to introduce students to the key concepts and principles of marketing. It provides a solid theoretical and practical foundation in marketing, including the latest theories, models, and concepts as well as “best practices” in this field. In addition, it enables students to compile, evaluate, and interpret marketing-relevant information and apply the appropriate tools at each stage of the marketing process.	
Organizational Unit	Institut für Marketing Management	
Module Coordinator	Helen Vogt	
Deputy Module Coordinator	Pia Furchheim	
Program and Specialization	<ul style="list-style-type: none"> International Management 	
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)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> understand the key concepts and principles of marketing. identify the various steps in the marketing process and apply the appropriate tools and methods in each step. explain the objectives and interactions of the various marketing instruments. apply the lessons learned in a simulated but realistic setting. communicate in a concise and logical manner – through regular group presentations. work autonomously and in groups on assignments and simulations. 	

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Module Content	<ul style="list-style-type: none">• Strategic marketing process• Situation assessment - marketing research and data-driven marketing• Consumer behavior• Marketing mix• Customer relationship management• Sustainable marketing• Digital marketing• Global marketing																																						
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.1IM-IM.XX• w.BA.XX.1IntBM-IM.XX																																						
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Teaching Materials• Multiple Choice Tests• Marketing simulation game																																						
Methods of Instruction	<ul style="list-style-type: none">• Interactive Instruction• Case Studies• Lecture• Project Work• Exercises		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>56 h</td><td>8 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>28 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>84 h</td><td>8 h</td><td colspan="2">88 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	56 h	8 h			Small Class	-	-			Group Instruction	-	-			Practical Work	28 h	-			Seminar	-	-			Total	84 h	8 h	88 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written exam</td><td>closed book</td><td>60</td><td>80.00</td></tr><tr><td colspan="2">Permitted Resources</td><td>Spec. calculator acc. to leaflet "Utilities"</td><td colspan="2">With dictionary</td></tr></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Participation in simulation game</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>20.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	Written exam		closed book	60	80.00	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary		Others	Assessment	Format	Length (min.)	Weighting	Participation in simulation game	Grade	Gruppenarbeit	0	20.00										
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Classroom Attendance Requirement	None																																						
Compulsory Reading	<ul style="list-style-type: none">• Kotler, M. & Armstrong, G. (2020). Principles of Marketing, Global Edition. 18th edition. Pearson. ISBN 978-1-292-34113-2.																																						
Recommended Reading	<ul style="list-style-type: none">• Various articles and case studies																																						
Comments																																							