

Valid from 2025.HS

Module description: Advanced Marketing		
Module Code	w.BA.XX.3AMark-FLEX.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	Students acquire advanced knowledge of the three key schools of thought and analysis of marketing: customer perspective, relationships, and product management, and based on them create a consistent marketing plan for a company.	
Organizational Unit	Institut für Marketing Management	
Module Coordinator	Sandro Graf	
Deputy Module Coordinator	Frank Hannich	
Program and Specialization	• 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 Main Study Period
Prerequisite Knowledge	Foundations of marketing	
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 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• are able to reproduce advanced, application-oriented knowledge of marketing (focus areas: consumer behavior, product management, and relationship management)• are able to explain the concept of customer perspective and how relationships and product management create value in companies• are able to analyze and solve the marketing problems of a company and create and implement a consistent, well-reasoned marketing plan based on the specialist knowledge they have acquired• are able to collect the necessary market and customer information• are able to create a marketing plan including a marketing, customer, and product management strategy as well as the various segment plans for the 7 Ps in a customer lifecycle (acquisition, development, and customer retention)• are able to choose and prioritize suitable marketing measures• are able to evaluate ethical acceptability and sustainability• are able to present their own ideas and concepts to an expert audience (interim presentations of strategic analysis, marketing goals, and priorities in operative marketing and a final presentation of a marketing plan)• are able to apply a problem-based learning approach consistently and develop an ability and the motivation to further advance their knowledge of business administration independently• are able to promote self-directed learning by means of autonomous and guided self-study																															
Module Content	<ul style="list-style-type: none">• Foundations of customer behavior: Introduction, areas of application, models, internal customer processes (overview of cognitive and activating processes)• Introduction to marketing planning, structure, and examples and templates of implementation (incl. segment plans for the 7Ps in a customer relationship lifecycle, planning instruments of marketing strategy, communication plan, distribution planning, etc.)• Foundations and instruments of customer relationship management (customer strategy, customer relationship lifecycle, identifying relevant events in the customer relationship lifecycle, customer segments and customer value, as well as fundamental measures of customer relationship management)• Foundations and instruments of product management (success chain of product management, management of the product lifecycle, program analysis, and product development)• Foundations of marketing controlling• Marketing business case																															
Links to other modules	This module is linked to the following modules:																															
Digital Learning Resources	<ul style="list-style-type: none">• Reader																															
Methods of Instruction	<ul style="list-style-type: none">• Exercises• Case Studies• Lecture• Interactive Instruction• Problem-Oriented Teaching• Discussion• Presentation		Social Settings Used: <ul style="list-style-type: none">• Group Work																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>12 h</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>12 h</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>20 h</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>24 h</td><td>20 h</td><td>136 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	12 h	-		Small Class	12 h	-		Group Instruction	-	20 h		Practical Work	-	-		Seminar	-	-		Total	24 h	20 h	136 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
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	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Grade	Gruppenarbeit	0	40.00
	Talk/oral presentation	Grade	Gruppenarbeit	25	40.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	20.00
Classroom Attendance Requirement	Other				
	Compulsory attendance at interim and final presentations				
Compulsory Reading	<ul style="list-style-type: none">• Rüeger, B., Ergenzinger, R., Thommen, J. & Lucco, A. (2015). Marketing : Konzepte - Instrumente - Aufgaben. 3rd edition. Versus. ISBN 978-3-03909-246-8.• Selected specialist literature				
Recommended Reading	<ul style="list-style-type: none">• Literature review as part of students' autonomous self-study				
Comments					