Valid from 2026.FS

Module description: Markets & Marketing

Module Code	w.BA.XX.MaMKT-IM.25HS
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	• 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)	• 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... • 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.
Module Content	• Strategic marketing process • Marketing research • Marketing strategy and implementation (marketing mix) • Consumer behaviour • Sustainable marketing • Digital and AI driven marketing
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Teaching Videos • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests • AI-based learning tool MyLab by Pearson
Methods of Instruction	• Interactive Instruction • Lecture • Case Studies • Exercises • Application Tasks Social Settings Used: • Pair Work • Group Work • Individual Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	42 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**56 h**	**42 h**	**82 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	closed book	60	85.00
Permitted Resources	Spec. calculator acc. to leaflet "Utilities"	With dictionary	

Others	Assessment	Format	Length (min.)	Weighting
Others	Grade	Einzelarbeit	0	15.00

Classroom Attendance Requirement	None
Compulsory Reading	• Kotler, P. & Armstrong, G. & Balasubramanian, S. (2024). Principles of Marketing. 19th Edition. UK: Pearson. ISBN 978-1-292-44936-4.
Recommended Reading	
Comments	