

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	Institut für Marketing Management	
Module Coordinator	Marcus Zimmer	
Program and Specialization	<ul style="list-style-type: none"> <li>Elective module (see module table)</li> </ul>	
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	<b>Module Type</b> Compulsory Elective	<b>Program Phase</b> Main Study Period
Prerequisite Knowledge	Foundations and strategy of business administration	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• are able to reproduce the basic interrelationships of marketing.</li><li>• are able to evaluate how the various marketing instruments are interrelated and their effects on a specific market.</li><li>• are able to analyze marketing problems and develop solution approaches based on the literature and their own concept ideas.</li><li>• are able to process and present the knowledge acquired in a way that is appropriate for their audience.</li><li>• are able to defend a point of view, present an argument, and give constructive feedback.</li><li>• are able to work effectively in groups.</li></ul>																																															
Module Content	<ul style="list-style-type: none"><li>• An introduction to marketing: the history of marketing; key terms, concepts, and tasks.</li><li>• Market analysis: the macro- and micro-environments; PESTEL, five forces, and SWOT analysis; market research</li><li>• Developing, expanding, and maintaining services and customer relationships</li><li>• Defining target markets: segmentation, targeting, and positioning</li><li>• Brand management and communication</li><li>• Operational marketing with the 7 Ps (product, price, promotion, place, process, people, and physical evidence)</li><li>• Digital marketing</li></ul>																																															
Links to other modules	This module is linked to the following modules:																																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li></ul>																																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Interactive Instruction</li><li>• Lecture</li><li>• Project Work</li><li>• Application Tasks</li><li>• Explorative Learning</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Group Work</li></ul>																																													
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>28 h</td><td>14 h</td><td></td></tr><tr><td>Lecture</td><td>-</td><td>-</td><td></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Project Work</td><td>-</td><td>-</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>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>28 h</td><td>14 h</td><td>48 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	14 h		Lecture	-	-		Excercise	-	-		Small Class	-	-		Group Instruction	-	-		Project Work	-	-		Practical Work	-	-		Seminar	-	-		Seminar	-	-		Total	28 h	14 h	48 h
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Performance Assessment	<table><tr><th>End-of-module exam</th><th>Form</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>-</td><td></td><td></td><td></td></tr><tr><td>Permitted Resources</td><td colspan="3"></td></tr></table> <table><tr><th>Others</th><th>Assessment</th><th>Format</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>25.00</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>15</td><td>75.00</td></tr></table>				End-of-module exam	Form	Length (min.)	Weighting	-				Permitted Resources				Others	Assessment	Format	Length (min.)	Weighting	Written Assignment	Grade	Gruppenarbeit	0	25.00	Talk/oral presentation	Grade	Gruppenarbeit	15	75.00																	
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Classroom Attendance Requirement	None																																															

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<b>Compulsory Reading</b>	<ul style="list-style-type: none"><li>Rüeger, B., Merdzanovic, A. &amp; Wyss, S. (2022). Marketingmanagement: Building and Running the Business. Mit Marketing Unternehmen transformieren. Zürich: Versus. ISBN 978-3-03909-356-4.</li></ul>
<b>Recommended Reading</b>	
<b>Comments</b>	