

Valid from 2025.HS

Module description: Study Trip	
Module Code	w.MA.XX.STMA.19HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	<p>This module is designed to make the customer-centric culture and mindset of innovative businesses accessible to students. It focuses on establishing an outside-in rather than an inside-out view. This includes a wide range of topics such as marketing leadership, business processes, and skills needed for the future of marketing. We will visit established companies and start-ups that exemplify these skills and are leaders in terms of innovation, customer-centricity, and AI. The module also includes an assignment to reflect critically on the company visits, elaborate on the companies' success factors, and consider how the learning experience may influence your career. The study trip is planned to take place two weeks before the start of the semester (within 1-5 September 2025). We are planning a three-night stay in Berlin from Tuesday to Friday, which will cost a maximum of CHF 1,400 per person including travel (individually organized), accommodation (booked by leaders), and meals (individual). During your stay in Berlin, the working language will be predominantly German. As the study trip is still in the planning phase, more detailed information will be provided in due course.</p>
Organizational Unit	Institut für Marketing Management
Module Coordinator	Manuel Holler
Deputy Module Coordinator	Sandro Graf
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type Compulsory Elective
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 • 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">• understand how marketing can apply an outside-in approach.• identify the factors that make customer-centric organizations successful.• discuss future trends with practitioners and (marketing) experts.• reflect critically on the company visits and transfer the acquired knowledge to develop innovative marketing approaches.• learn to ask the "right" questions.																																			
Module Content	<ul style="list-style-type: none">• Modern organizational structure• Real company cases• Identification of success factors• Innovative marketing approaches																																			
Links to other modules	This module is linked to the following modules:																																			
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Materials																																			
Methods of Instruction	<ul style="list-style-type: none">• Problem-Oriented Teaching• Case Studies• Lecture• Interactive Instruction		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group 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>Lecture</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>35 h</td><td>55 h</td><td colspan="2"></td></tr><tr><td>Total</td><td>35 h</td><td>55 h</td><td colspan="2">0 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	-	-			Excercise	-	-			Project Work	-	-			Seminar	35 h	55 h			Total	35 h	55 h	0 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">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="2"></td><td colspan="3"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written Assignment</td><td>Grade</td><td>Einzelarbeit</td><td>0</td><td>100.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Written Assignment		Grade	Einzelarbeit	0	100.00
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Classroom Attendance Requirement	Other Active (on-site) participation in the study trip is mandatory to pass this module.																																			
Compulsory Reading																																				
Recommended Reading																																				
Comments	The number of participants is limited to 20 students, who - if necessary - will be selected based on grade point average. The module description is based on the assumption that travelling to Berlin and visiting companies will be possible in September 2025. Changes affecting the module or type of performance assessment are, however, possible at short notice if circumstances change.																																			