

Marketing						
Module Code	Workload 180 hrs.	Credits 6	Semester 2	Frequency of Module Only winter semester	Duration 1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Marketing		a) English	a) 22,5 hrs.	a) 67,5 hrs.	a) 30
	b) Marketing Cases		b) English	b) 22,5 hrs.	b) 67,5 hrs.	b) 30
2	<p>Learning Outcomes</p> <p>After successful participation in the module the students</p> <p>Knowledge (1) ... should be familiar with the marketing concept, marketing strategy and the marketing mix. ... should recognize the effects of digital technologies on all levels of marketing.</p> <p>Comprehension (2) ... should understand the economic corporate role of marketing activity in the age of digitization. ... should understand marketing's role within the strategic planning process, the role of marketing research and the importance of market information.</p> <p>Application (3) ... should be able to use the marketing mix model in case-study analysis. ... should be able to examine the impact of digitization on new business models, consumer, markets and organizations.</p> <p>Analysis (4) ... should be able to carry out a simple analysis of a market by using a number of marketing models.</p> <p>Synthesis (5) ... are able to demonstrate the ability to synthesise information and present a marketing case solution, both orally and in writing. ... are able to draw up a simple marketing plan using the concepts of segmentation, targeting and positioning.</p> <p>Evaluation (6) ... are able to evaluate and critically reflect on the principles and process of marketing management.</p>					
3	<p>Individual Component Content</p> <p>a) - Marketing concept - Marketing planning - segmentation, targeting & positioning - the marketing mix model (product policy, pricing, advertising & promotion, distribution)</p>					

	- digital marketing
4	Teaching Methods a) Lecture b) Practical
5	Prerequisites None
6	Methods of Assessment Modulprüfung Marketing 1K (70 %) (Written Exam) (4 LP) ¹ Modulprüfung Marketing 1sbPN (30 %) (Presentation) (2 LP) ¹
7	Applicability of Module Business Management and Psychology B.A. (BMP)
8	Person Responsible for Module Lars Binckebanck (Lecturer)
9	Reading List (Core Texts and Recommended Texts) a) Jobber, David; Ellis-Chadwick, Fiona (2013): Principles and Practice of Marketing. 7th ed., Maidenhead: McGraw-Hill Higher Education (Core Text). Kotler, Philip; Keller, Kevin Lane (2015): Marketing Management. 15th ed. Harlow [etc.]: Pearson (Recommended).

¹ This graded assessment is only considered passed when all components of the assignment have received a minimum grade of "adequate", (4.0).