## Marketing

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Workload</th>
<th>Credits</th>
<th>Semester</th>
<th>Frequency of Module</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM 05</td>
<td>180 hrs.</td>
<td>6</td>
<td>2</td>
<td>Only summer semester</td>
<td>1 Semester</td>
</tr>
</tbody>
</table>

### 1. Module Components

<table>
<thead>
<tr>
<th>Teaching Language</th>
<th>Contact Hours</th>
<th>Self Study</th>
<th>Class Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) English</td>
<td>22,5 hrs.</td>
<td>a) 67,5 hrs.</td>
<td>a) 50</td>
</tr>
<tr>
<td>b) English</td>
<td>22,5 hrs.</td>
<td>b) 67,5 hrs.</td>
<td>b) 50</td>
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### 2. Learning Outcomes

After successful participation in the module the students ...

**Knowledge (1)**
- be familiar with the marketing mix, marketing planning and organization

**Comprehension (2)**
- understand marketing’s role within the strategic planning process, the role of marketing research and the importance of market information
- understand the economic role of marketing activity

**Application (3)**
- use the marketing mix model in case-study analysis

**Analysis (4)**
- carry out a simple analysis of a market using a number of marketing models

**Synthesis (5)**
- draw up a simple marketing plan using the concepts of segmentation, targeting and positioning
- demonstrate the ability to synthesize information and present a marketing case solution both orally and in writing

**Evaluation (6)**
- evaluate and critically reflect on the principles and process of marketing management

### 3. Individual Component Content

- Marketing planning, the marketing environment, the marketing mix, consumer behaviour, segmentation, targeting & positioning, marketing research, products and brands, new product development, pricing, advertising & promotion, distribution, social media marketing, competition

### 4. Teaching Methods

- a) Lecture
- b) Practical
## Prerequisites

None

## Methods of Assessment

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Type</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modulprüfung Marketing 1K (Written Exam)</td>
<td>70%</td>
<td>3 LP</td>
<td>1</td>
</tr>
<tr>
<td>Modulprüfung Marketing 1sbPN (Presentation)</td>
<td>30%</td>
<td>3 LP</td>
<td>1</td>
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## Applicability of Module

International Business Management B.A. (IBM)

## Person Responsible for Module

Prof. Dr. Paul Taylor (Module Responsible)

## Reading List (Core Texts and Recommended Texts)

4. Kotler, Philip; Keller, Kevin Lane; Brady, Mairead; Goodman, Malcolm; Hansen, Torben (2012): Marketing management. 2nd ed. Harlow [etc.]: Pearson.

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