

2021 Marketing

For Module: 2020 Special Business Administration III: Marketing & Consulting

Module responsible(s): Prof. Dr. Patrick Planing

Qualification goals:

Knowledge:

After successful participation in this course, students will know different market forms and the strategic orientation of companies on these markets. They recognise the connection between market forms and the decision-making processes in marketing and sales.

Skills:

Students are able to describe and evaluate marketing and sales strategic approaches of companies. Furthermore, they can assess the adequacy of marketing and sales policy instruments for the implementation of strategic goals.

Competences:

After the course, the students have the competence to develop solutions for marketing or sales policy problems and decisions. They are also able to create a marketing concept.

Workload:

ECTS: 3

SWS: 3

Contact studies: 45h

Self-study: 45h

Total workload: 90h

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In this course, students learn the strategic and operational basics of marketing and sales management.

Learning content:

- Markets and market segments
- Marketing concepts
- Strategic analysis methods
- Product, assortment and brand management
- Distribution management
- Price management
- Fundamentals of communication policy decisions
- Online marketing

Lecturer(s):

Prof. Dr. Patrick Planing

Literature list**Main literature:**

Kotler, P. & Armstrong, G. (2017). Principles of Marketing (17th ed.). Boston et al.: Pearson.

Further reading:

Svend Hollendsen (2016) Global Marketing

Seth Godin (2019) This is Marketing

Michael Solomon, Andrew Hughes, Bill Chitty (2013) Marketing Real People, Real Choices

Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: none

Language: German, English if applicable

Didactic aids: script, case examples and case studies, current publications, group exercise

Form of examination and weighting:

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.