

<b>Module</b>	<b>Marketing</b>	
<b>Semester</b>	1	
<b>Duration</b>	1 Semester	
<b>Method of Examination</b>	Pflichtfach	
<b>ECTS</b>	5	
<b>Student's Workload</b>	60 h compulsory attendance + 90 h self-study	
<b>Entry Requirements (MPO)</b>		
<b>Recommended Requirements</b>		
<b>Applicability</b>	MaTMeng	
<b>Type/Duration of Assessment</b>	Case study and written 1h	
<b>Teaching Method</b>	Seminar form lecture, exercises	
<b>Module Coordinator</b>	H. Hummels	
<b>Aims and Objectives</b>	<p>The students will understand that the customer is at the center of all corporate marketing activities. To this end, they will acquire a critical understanding of the most important theories, principles, and methods of modern Marketing. They are enabled to appraise and judge unknown issues with relevance to Marketing, and apply and make decisions about marketing instruments, e.g. the Ansoff matrix or the BCG product portfolio model in unknown and complex contexts. The underlying knowledge reflects the state-of-the-art in literature and research, and delves into selected fields of expertise. The students are able to critically discuss Marketing issues and to expand their knowledge base independently.</p>	
<b>Course content</b>	<p>Contents in this course include understanding the conceptual role of marketing for a company, an introduction to buying behaviour and market research, fundamentals of marketing strategy, and the elements of the marketing mix, i.e. product, pricing, communication and distribution policy. Perspectives include both consumer and industrial marketing.</p>	
<b>Literature</b>	<p>Jobber, D./ Ellis-Chadwick, F.: Principles and Practice of Marketing. McGrawHill, 8th edition, 2016.</p>	
<b>Courses</b>		
<b>Lecturer</b>	<b>Course Title</b>	<b>SPPW</b>
H. Hummels	Marketing	4