

Modulbezeichnung: Stundenplankürzel: (Title)	B2: MARKETING Mark
Modulverantwortliche(r): (Module responsibility)	Prof. Dr. rer. pol. Daniela Cornelius
Dozent(in): (Course teachers)	Prof. Dr. rer. pol. Daniela Cornelius
Sprache: (Language of instruction)	English
Zuordnung zum Curriculum: (Degree programme)	Bachelor Engineering and Management Mandatory module 4 th semester
Lehrform/SWS: (Teaching method / Hours per week (SWS))	Seminar-like lecture, exercises, 3 SWS
Arbeitsaufwand: (Workload)	Attendance time: 45 hours Private study, final presentation preparation: 75 hours
Kreditpunkte: (Number of ECTS credits)	4 ECTS
Voraussetzungen: (Prerequisites)	Modules business administration (Betriebswirtschaftslehre) and accounting (Buchführung und Bilanzierung) are a prerequisite.
Verwendbarkeit: (Usability)	The module is the prerequisite for the modules strategy (Strategie) and law (Wirtschaftsprivatrecht). The module is open for students in the bachelor program engineering and management of FK 09 as well as for exchange students of FK 09. Similar competencies can be acquired in the module Marketing and Sales, Basics in the bachelor program automotive engineering and management and in the module Marketing in the bachelor program logistics engineering and management.
Lernziele/Kompetenzen: (Course objective)	Competence Level 1 „Remember“: <ul style="list-style-type: none"> • The students know the basic definitions and methods in marketing (e.g. marketing process, 4P`s) • The students are aware of key new trends, e.g. digital marketing Competence Level 2 „Understand“: <ul style="list-style-type: none"> • The students realize the differences between marketing for consumer and industrial good products/services • The students can formulate marketing strategies along the market cycle Competence Level 3 „Apply“: <ul style="list-style-type: none"> • The students apply the marketing theory to a real life marketing case (project or simulation) and take

	<p>marketing decisions on their own</p> <p>Competence Level 4 „Analyse“:</p> <ul style="list-style-type: none"> • The students are able to perform marketing data analysis, e.g. on customer feedback, competitor marketing strategies <p>Competence Level 5 „Assess“:</p> <ul style="list-style-type: none"> • The students can review and assess the quality and success of their marketing decisions <p>Competence Level 6 „Create“:</p> <ul style="list-style-type: none"> • The students generate superior marketing strategies based on lessons learned and can develop a target picture for the future marketing strategy
<p>Inhalt: (<i>Course content</i>)</p>	<ul style="list-style-type: none"> • Marketing basic definitions • Marketing analysis tools, e.g. market cycle, BCG matrix • Marketing process (from understanding customer and market needs to capturing value) • Key marketing concepts, e.g. 4 P`s (product, price, place, promotion) • Key marketing trends, e.g. digital marketing
<p>Prüfungsform: (<i>Assessment method</i>)</p>	<p>Study start SS2018: StA (Studienarbeit)</p> <p>Study start WS 2018/19: ModA (Modularbeit)</p> <p>Simulation game or project work. The students work in teams on projects (either simulation game or real project). The teams consolidate their marketing strategy plan, analysis, and learnings in a written documentation. Each team member contributes her/his part (~10 pages). Each team member presents her/his part in a verbal presentation (~10 minutes). Details will be provided in the first session of the lecture.</p>
<p>Literatur: (<i>Recommended reading</i>)</p>	<p>KOTLER, Philip, ARMSTRONG, Gary, 2016, Principles of Marketing, 16th edition. Harlow: Pearson Global Edition. ISBN 978-0-133-75902-8</p> <p>MEFFERT, Heribert and others, 2019. Marketing, Grundlagen marktorientierter Unternehmensführung, Konzepte, Instrumente, Praxisbeispiele, 13. Auflage. Wiesbaden: Springer Gabler. ISBN 978-3-658-21196-7</p> <p>Further material will be announced in the lecture</p>