

Department	09 Engineering and Management
Course title	Marketing
Hours per week (SWS)	3
Number of ECTS credits	4
Course objective	<p>Competence Level 1 „Remember“:</p> <ul style="list-style-type: none"> <input type="checkbox"/> The students know the basic definitions and methods in marketing (e.g. marketing process, 4P`s) <input type="checkbox"/> The students are aware of key new trends, e.g. digital marketing <p>Competence Level 2 „Understand“:</p> <ul style="list-style-type: none"> <input type="checkbox"/> The students realize the differences between marketing for consumer and industrial good products/services <input type="checkbox"/> The students can formulate marketing strategies along the market cycle <p>Competence Level 3 „Apply“:</p> <ul style="list-style-type: none"> <input type="checkbox"/> The students apply the marketing theory to a real life marketing case (project or simulation) and take marketing decisions on their own <p>Competence Level 4 „Analyse“:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 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"> <input type="checkbox"/> 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"> <input type="checkbox"/> The students generate superior marketing strategies based on lessons learned and can develop a target picture for the future marketing strategy
Prerequisites	Modules business administration (Betriebswirtschaftslehre) and accounting (Buchführung und Bilanzierung) are a prerequisite.
Recommended reading	<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>
Teaching methods	Seminar-like lecture, exercises
Assessment methods	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.
Language of instruction	English
Name of lecturer	Prof. Dr. Daniela Cornelius
Email	daniela.cornelius@hm.edu
Link	

Courses in English Course Description

Course content

- 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

Remarks