

Marketing

Module title in English Module level Module language	Marketing Bachelor German
Lecturer	Professor Dr. Jan H. Schumann Professor Dr. Dirk Totzek
Module frequency Module duration	Winter semester 1 semester
Module content	<p>Week 1: Introduction</p> <ul style="list-style-type: none"> • Defining markets • Definitions of marketing <p>Week 2: Theoretical Foundations – Consumer Behavior</p> <ul style="list-style-type: none"> • Central constructs of consumer behavior • Information processing <p>Week 3: Theoretical Foundations – Consumer Behavior</p> <ul style="list-style-type: none"> • Typology of purchase decisions • Basic models of consumer behavior <p>Week 4/5: Information-related perspective – Fundamentals of Marketing Research</p> <ul style="list-style-type: none"> • Definition and objectives • Process of market research • Descriptive data analysis methods <p>Week 6: Product Management</p> <ul style="list-style-type: none"> • Basic of product management • Management of innovations <p>Week 7: Product Management</p> <ul style="list-style-type: none"> • Management of established products • Brand management <p>Week 8: Price Management</p> <ul style="list-style-type: none"> • General basics of price management • Classical pricing theory <p>Week 9: Price Management</p> <ul style="list-style-type: none"> • Behavioral pricing • Price determination <p>Week 10: Communication Management</p> <ul style="list-style-type: none"> • Basics of communication management • Budgeting and budget allocation

		<p>Week 11: Communication Management</p> <ul style="list-style-type: none"> • Media selection • Design of communication messages <p>Week 12: Sales Management</p> <ul style="list-style-type: none"> • Basics of sales management • Design of the distribution system <p>Week 13: Sales Management</p> <ul style="list-style-type: none"> • Design of relational structures • Design of sales activities <p>Week 14/15: Institutional Perspective</p> <ul style="list-style-type: none"> • Services Marketing • Business-to-Business Marketing 	
Parts / workload:			
Parts of the module		Contact hours	Credit points ECTS
Lecture		2	
Exercise		2	
Total		4	
Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)			
		Attendance	Own study
Lecture		30	45
Exercise		30	45
Parts of the examination / requirements for awarding credit points		Written test, 60 minutes	
Composition of final grade		Written test: 100%	
Additional comments		In the course of lectures selective guest presentations take place.	
Basic readings		<ul style="list-style-type: none"> • Homburg, Ch. (2014), Grundlagen des Marketingmanagements, 4th ext. ed., Wiesbaden. • Homburg, Ch. (2011), Übungsbuch Marketingmanagement, Wiesbaden. <p>Selected papers as compulsory reading.</p>	