

Produkt-, Marken- und Kommunikationsmanagement

Module title in English Module level Module language	Product, Brand, and Communication Management Master German
Lecturer	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"> • Principles and links of product, brand, communication <p>Week 2: Principles of Consumer Behavior</p> <ul style="list-style-type: none"> • Key concepts of consumer behavior • Communication theories • Predicting consumer choice <p>Week 3: Management of Established Products</p> <ul style="list-style-type: none"> • Product variation, differentiation, diversification • Cross-selling, bundling • Product elimination • Complexity costs <p>Week 4: Principles of Brand Management</p> <ul style="list-style-type: none"> • Functions of brands • Brand awareness • Brand value, equity, personality, and image <p>Week 5/6: Brand Strategy</p> <ul style="list-style-type: none"> • Positioning • Managing brand architectures • Designing brands • Behavioral branding <p>Week 7: Brand Valuation</p> <ul style="list-style-type: none"> • Models of Brand Equity and Brand Value <p>Week 8: Principles of Communication Management</p> <ul style="list-style-type: none"> • Communication policy <p>Week 9: Determination of the Communication Goals</p> <ul style="list-style-type: none"> • Defining target groups • Segmentation <p>Week 10: Budgeting and Optimization</p> <ul style="list-style-type: none"> • Heuristic methods • Analytic approaches

	<p>Week 11: Choice of Agency and Media Planning</p> <ul style="list-style-type: none"> • Advantages/disadvantages of working with agencies • Principles of media planning and inter-media selection <p>Week 12: Inter-media selection</p> <ul style="list-style-type: none"> • Classic communication channels • Online Marketing <p>Week 13: Design of the Message</p> <ul style="list-style-type: none"> • Substantive, visual and auditory elements • Emotions, gender differences, and sexual charging <p>Week 14: Control of Communication Effectiveness</p> <ul style="list-style-type: none"> • Survey: setting and memory questions • Observation: behavior and technical-aided methods
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Parts / workload:

Parts of the module	Contact hours	Credit points ECTS
Lecture	2	
Total	2	5
Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)		
	Attendance	Own study
Lecture	30	120

Parts of the examination / requirements for awarding credit points	Written test, 60 minutes
Composition of final grade	Written test: 100%
Additional comments	Partially guest lectures
Basic readings	<ul style="list-style-type: none"> • Herrmann, A, Huber, F. (2009), Produktmanagement, 2nd ed., Wiesbaden. • Homburg, Ch. (2015), Marketingmanagement, 5th ext. ed., Wiesbaden. • Esch, F.-R. (2012), Strategie und Technik der Markenführung, 7th ed., München. • Shimp, T. A., Andrews, J. C. (2013), Advertising, Promotion, and other aspects of Integrated Marketing Communications, 9th ed., Stamford. <p>Selected papers as compulsory reading.</p>