Modulbezeichnung	**Marketing**
Semester	3
ECTS-Punkte (Dauer)	5 (1 Semester)
Art	Pflichtfach
Studentische Arbeitsbelastung	60 h Kontaktzeit + 90 h Selbststudium
Voraussetzungen (laut BPO)	
Empf. Voraussetzungen	
Verwendbarkeit	BIBA, BIBS, BWP
Prüfungsform und -dauer	Written exam 2h
Lehr- und Lernmethoden	Lecture with integrated exercises
Modulverantwortlicher	H. Hummels

Qualifikationsziele

The objective is to provide an overview of the main aspects of modern Marketing. Students acquire a critical understanding of the most important principles, theories and methods of Marketing and are enabled to evaluate relevant aspects, e.g. customer and competitor's behavior, marketing instruments.

The students know and understand the most important theories and models of Marketing, e.g. customer centricity and the conceptual pyramid. They know marketing instruments and the basics of marketing organization, e.g. market segmentation,and positioning, the product lifecycle, cost, demand, competition based pricing and price differentiation as well as online and offline communication and distribution channels. The have knowledge of the status quo of academic research in the field and specific publications.

The students are able to apply the module's contents to to real-life questions and are enabled to find solutions. For example, they can develop a reasonable communication mix around the USP for a specific situation of a specific company focussing on the relevant target groups and segments.

Lehrinhalte

The module includes the role of Marketing within the company, an introduction to consumer behavior and market research as well as basics of marketing strategy and the marketing mix. Finally, marketing organization and control are touched.

Literatur

Lernmaterialien werden über eine Online-Plattform zur Verfügung gestellt; jeweils in der neuesten Auflage: Bruhn, M.: Marketing - Grundlagen für Studium und Praxis. Gabler(eBook in Bibilothek).; Jobber, D./ Ellis-Chadwick, F.: Principles and Practice of Marketing.

Lehrveranstaltungen

Dozent	**Titel der Lehrveranstaltung**	**SWS**
Hummels	Marketing	4