

Courses in English in the Faculty of Business And Management

MARKETING COMMUNICATIONS (10 ECTS) This course provides an extensive overview of the key concepts, techniques and applications of brand management and marketing communications. We start off with an introduction to consumer behavior before addressing different communication objectives. The basis of all further discussion is set by an intensive look at the theory of brand management. Based on those insights, learning covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, personal selling and social media marketing. The course blends inspired examples with wide-ranging theories and applications to provide a complete introduction to this popular subject.

OR

BRAND MANAGEMENT & INTEGRATED MARKETING COMMUNICATIONS (5 ECTS)**

How can companies grow in saturated and competitive markets? Most marketing researchers and practitioners will agree that today, a strong brand is the key to market success! But brands are not only build by advertising, they emerge from peak performances and grow from inside to outside. In interactive lectures, we will have a closer look at the history and theory of branding and its application to real business cases. Looking at the implementation of branding strategies, we then focus on integrated marketing communication that combines different media in different cultures and countries to improve the results of branding campaigns. Many practical examples and case studies will be discussed.

CAMPAIGN DEVELOPMENT: FROM ADVERTISING STRATEGY TO IMPLEMENTATION (5 ECTS)** The development process of communication campaigns may vary according to budget, timings and audience. But there is hardly any doubt among marketing experts that most successful campaigns follow a step by step approach that has been intensively investigated. Target groups have to be selected, communication objectives need to be set and a message, creative and media strategy must be defined before a campaign can be implemented and evaluated. In this course, we take a deep look at all the different stages in campaign development through a combination of interactive lectures, case studies and class discussions.

Both courses “BRAND MANAGEMENT & INTEGRATED MARKETING COMMUNICATIONS” as well as “CAMPAIGN DEVELOPMENT: FROM ADVERTISING STRATEGY TO IMPLEMENTATION” are a part of marketing communications and therefore cannot be taken at the same time as marketing communications.

MARKETING AND MARKET RESEARCH (10 ECTS)

The subject marketing is examined from different perspectives. Therefore you have to differentiate between service goods, consumer goods and industrial goods marketing when looking at it from an institutional perspective. The subject of the information-related perspective of marketing is the retrieval of necessary external information to make appropriate marketing decisions. In the light of this, students will look at the individual steps that need to be taken in a market planning process. To safeguard the application-related character of the lectures, students take a look at current marketing case studies where they have the opportunity to apply their theoretical knowledge in a hands-on environment and come up with their own solution approaches.

OR

ONLINE -MARKETING AND SOCIAL NETWORKS (5 ECTS)

There is hardly any discussion among marketing experts nowadays that does not include online marketing and particularly social networks. Considering what has been experienced with social media so far, it has become increasingly popular to speak of a paradigm shift in marketing. A satisfying answer to that question remains to be given and social media will continue to be a favourite marketing discourse topic. In this module, students will be introduced to the wide variety of online marketing tools through a combination of interactive lectures, case studies and discussions in class.

CONSUMER BEHAVIOUR (5 ECTS)

In an increasingly complex marketing environment, companies are continuously challenged to develop a profound understanding of how consumers or groups of consumers select, buy, and use products, services, or ideas. Consumer behaviour is affected by psychological determinants within a socio-cultural context and, thus, is an interdisciplinary subject. The module is designed to introduce students to both theoretical aspects of the discipline as well as their marketing implications.

Price Management (5 ECTS)

This course is designed to teach students how to price goods and services by providing a framework for understanding pricing strategies and tactics. Topics covered include price elasticities, price level optimization, price differentiation, pricing methods and tools, revenue management and characteristics of B2B pricing.

Quantitative market research (5 ECTS)

This course enables to understand the role, basic methods and skills of quantitative market research. Topics covered include data collection methods, questionnaire design, the fundamentals of statistical reliability and significance tests, univariate and multivariate statistical methods, segmentation and conjoint measurement.

The modules Consumer Behaviour, Online Marketing and Social Networks, Price Management, and Quantitative market research are a part of the module Marketing and Market Research and therefore cannot be taken at the same time as marketing and market research.

MARKETING & INTERNATIONAL BUSINESS CASE STUDIES (10 ECTS)

Based on specific up-to-date case studies, solution approaches are developed in response to marketing and international business issues. The internationalization of marketing activities is the focus topic of case studies.

BEIII THE RECRUITMENT PROCEDURE FOR ENGLISH SPEAKING COMPANIES (5 ECTS)

This module takes a look at the recruitment process starting from identifying your skills and qualities to applying for a job, how to write a C.V and fill in an Application Form. We'll take a look at the Assessment Centre and consider successful Interview techniques. Students are required to hand in a portfolio of completed documents.

UNDERSTANDING INTERCULTURAL COMMUNICATION (5 ECTS)

The main objective of this course is to provide a solid foundation for participants in the area of intercultural communication. By applying theoretical knowledge to critical incidents and by discussing real life situations, students will learn more about their own culture and be made aware of the importance of intercultural communication in their future roles as international managers.

INTERCULTURAL MANAGEMENT (MASTER 6 ECTS)

This module focuses on the concept of communication in a multicultural workplace and the misunderstandings that often arise. Students apply the concepts of intercultural intelligence to all areas of business focusing on well-known theoretical models and research to date.

BEII PRESENTING IN ENGLISH (5 ECTS)

In this course students will learn how to express themselves more effectively within an international setting. Written presentations in the form of proposal writing, visual presentations in the form of infographics and oral presentations will all be covered to ensure success.

GERMAN BUSINESS BEHAVIOR (5 ECTS)

This course starts with an overview of the economic history of the country. Further it will focus on the specifics of German management and leadership, the situation of the German economy today, the legal framework, business organizations in Germany and the social security system. Students will learn what it means to do business in Germany and what the German business etiquette is like.

GERMAN LANGUAGE AND CULTURAL DIVERSITY SEMINAR (5 ECTS)

Students are trained to perceive cultural differences and develop communication and conflict management competences. Therefore theoretical insights into cultural dimensions such as differing working and communication styles as well as diverse perceptions of time, hierarchy or rules are applied in simulations.

PROJECTS (UP TO 15 ECTS)

Projects offer students the opportunity to go into much greater detail within the diverse array of topics covered in the lectures. They are conducted in teams with other students and are agreed upon individually with a supervising professor or lecturer who oversees the projects and ensures that the project goals are met. Furthermore, the project is to be taken through the four phases of a project cycle. Relevant tools are to be used and the project assignment solved: Starting phase with portfolio management, project assignment, sponsor and project manager, project team and stakeholders. Planning phase with Gantt Chart, networking plan techniques and other planning tools. Carrying out phase with team management, creativity techniques, problem solving methods, project controlling and project progress reports. Finishing phase with project conclusion report, final meeting, handing in to process owner, critical reflection of results and proceedings and project presentation.