

# Course descriptions

## Certificate Marketing

Brand Management and Marketing	10 ECTS
International Business	10 ECTS
Marketing and Consumer Behaviour	10 ECTS

<b>Brand Management and Marketing Communications</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSBMC	300 h	10	4 <sup>th</sup> semester/2 <sup>nd</sup> year	At least once an academic year	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study time</b>	<b>Group size</b>	
Lecture		8 SWS / 128 h	172 hours	max. 40 students	
<b>Teaching language</b>					
English					
<p><b>Use of the course/module in Bachelor's study programme</b></p> <p> <input type="checkbox"/> Business Administration  <input type="checkbox"/> Business Administration dual  <input type="checkbox"/> Business Administration - Steuern dual  <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“  <input checked="" type="checkbox"/> <b>Marketing and International Business (Mandatory focus module/course)</b>  <input type="checkbox"/> Mittelstandsmanagement  <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen  <input type="checkbox"/> Wirtschaftsingenieurwesen         </p>					
<p><b>Learning outcomes</b></p> <p>After this module, students will have the essential professional skills to perform qualified tasks in the field of brand management and marketing communication. This implies the knowledge of brand management, the effectiveness of marketing communication as well as strategies and instruments in the fields of brand management, media advertising, public relations, sales promotion, direct marketing, online and social media marketing (digital marketing), event and trade fair marketing, sponsoring, personal sales and outdoor advertising. Questions of comparative advertising as well as ethical and legal aspects of marketing communication are also dealt with. In addition, students will be able to assess the contribution of marketing communication to the achievement of marketing and corporate goals in a situation- and industry-specific manner. Finally, they develop their personal skills in the areas of communication and presentation.</p>					
<p><b>Content</b></p> <p>This course provides an extensive overview of the key concepts, techniques and applications of brand management and marketing communications. In part 1, 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, in part 2, learning covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions and personal selling. Due to its growing importance, the instruments of digital marketing are discussed in part 3. The course blends inspired examples with wide ranging theories and applications to provide a complete introduction to this popular subject.</p> <p>In the following, the three parts of the module are explained in more detail:</p>					

### **Part 1: Brand Management & Integrated Marketing Communications**

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 built 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.

### **Part 2: From Advertising Strategy to Implementation**

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.

### **Teil 3: Digital Marketing**

The technical and societal developments of digitalisation are shown. Students are given an overview of today's possibilities of online communication. The focus here is on marketing communication via online or social media platforms. In addition to the definition of terms, current trends, strategies, and measurement parameters, monitoring and legal foundations are discussed.

#### **Teaching methods**

Lecture/seminar (depending on number of participants) with lecture, discussion and exercise elements.

#### **Preliminary requirements**

**Formal:** Access to Bachelor's programme

**By Content:** none

#### **Form of assessment**

Written exam or portfolio examination and presentation (one or more papers, each relating to parts 1, 2 and 3)

#### **Necessary conditions for ECTS credits**

Successful completion of the course/ passed exam

#### **Weight of grading**

According to ECTS credits

#### **Module coordinator**

- Prof. Dr. Holger J. Schmidt

#### **Lecturers**

- Prof. Dr. Holger J. Schmidt and Anna J. Hoffmann

#### **Literature (current edition)**

- Schmidt: Markenführung. Wiesbaden.
- De Pelsmacker / Geuens / v. d. Bergh: Marketing Communications: A European Perspective, Essex.
- Dahlem / Lange / Smith: Marketing Communications: A Brand Narrative Approach, Chichester.
- Chaffey / Smith: Digital Marketing Excellence, London and New York
- Charlesworth: Digital Marketing, London and New York

<b>International Business</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSINB	300 h	10	4 <sup>th</sup> semester/2 <sup>nd</sup> year	At least once an academic year	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study</b>	<b>Group size</b>	
Lecture		8 SWS / 128 h	172 hours	max. 40 students	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> <b>Marketing and International Business (Mandatory focus module/course)</b> <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcome</b>					
<p>Upon successful completion of this module, students should have gathered deeper insights into strategic and operative key issues with Marketing and International Business. The course has been designed to give students a chance to apply theory on a selection of real-life business scenarios. At the same time, course participants will improve presentation skills, the ability to work in teams as well as critical investigation, and self-motivating study skills.</p>					
<b>Content</b>					
<p>With an increasing importance of international exchange and transactions, businesses, regardless of size, have to direct their attention to the international market place. In order to compete effectively in foreign markets, not only to fill incoming orders from abroad every now and then, a well-focused international marketing strategy based on a thorough understanding of target markets is indispensable.</p> <p>This course introduces students to a range of international marketing topics and the various challenges that international marketers are facing, i.e. the complexity of the international marketing environment, cultural diversity, newly emerging markets, the need to balance adaption and standardization of international marketing campaigns, the many facets of customer relationship management in international markets, consumer behaviour issues including digital consumer behaviour.</p>					
<b>Learning approach</b>					
<p>A successful completion of the module requires students to commit about 300 learning hours. The workload is composed of 128 hours of class sessions, 160 - 180 hours of independent and self-directed learning activities outside of class and an exam.</p> <p>The module will draw upon a mixture of activities including lectures, case study analysis, group work, presentations and discussions.</p> <p>Learning support material will be provided in OLAT.</p>					

### Course participants

Students enrolled to the “BSc Marketing and International Business” programme and students from international partner institutions.

### Form of assesment

The course assignment is designed as a **project work** which has to be completed in teams. Each team has the task is to develop an **international marketing plan** for a project company of their choice.

Students should work in teams of 3-4 persons at most. The teams are asked to choose their **project company** during the **first course session**.

Each team is asked to deliver altogether **four presentations** on the different steps of the international marketing planning process, i.e.

Phase 1:	Marketing audit
Phase 2:	Market information
Phase 3:	Strategies and objectives
Phase 4:	Operative marketing management

- As a first step of the strategic planning process, the management has to evaluate the firm’s overall competitive position as well as the international marketing environment. In order to do so, the company has to be examined - possibly benchmarked with a key competitor.
- Foreign target markets can be selected according to their attractiveness and the anticipated country risk. The former is mainly determined by the market and sales potential, which have to be reliably estimated. In doing so, marketing executives have to handle a bundle of market data delivered by field or desk research in order to discover the (un-) articulated customer needs.
- Business mission and corporate objectives give orientation to all stakeholders. Furthermore, a properly designed hierarchy of objectives is indispensable for both keeping the employees motivated and the company on track. After the objectives have been set, the marketing management has to decide about appropriate strategies to achieve them.
- Finally, the marketing mix has to be designed to implement the marketing plan. It should be taken into consideration that efficiency has the absolute priority for marketing decision makers in this regard.

Each team will be given an **opponent team**, which implies that those two teams will have to work together intensively by reading each other’s reports and presentation materials, giving feedback and sharing ideas for improvement.

Furthermore, the teams are asked to submit an **executive report** in order to briefly summarize the results.

The reports have to be in-line with common standards of academic writing and should not exceed 8 - 10 pages. The reports have to be submitted latest one week after the last presentation.

### Weight of grading

The final grade for each student will be a weighted average score composed of both a team (1 and 2) and an individual grade (3):

- presentations (60%) – (1)
- written report (20%) – (2)
- class-room based indicators, such as attendance and participation (20%) – (3)

The students performance will be graded on a scale from 1 to 5 whereas “1” is the best possible grade and indicates an “outstanding performance” and “5” is a “fail”.

In order to reward above-average performing students, the teams will be given the possibility to evaluate each team member individually (**peer-to-peer**).

**Module representative**

Prof. Dr. Axel Schlich

**Lecturers**

Prof. Dr. Axel Schlich

Prof. Dr. Andreas Hesse

**Course materials and literature (current edition)**

Course participants will be provided with a selection of case studies, articles and lecture notes during the course. In addition, students may use the following textbooks in order to deepen their understanding of international marketing issues.

Czinkota, M. R. / Ronkainen, I. A. (2013): International Marketing, 10<sup>th</sup> edition, international edition, Cengage Learning.

Grafers, H.W./ Schlich, A. W. (2006): Strategic Export Management, Helsinki: WSOY. Hollensen,

S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, Munich. Kotabe, M. & Helsen, K. (2014): Global Marketing Management, 6<sup>th</sup> edition New York.

Usunier, Jean-Claude/Lee, Julie Anne (2013): Marketing Across Cultures, 6th edition, Harlow.

<b>Marketing and Consumer Behaviour</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSMCB	300 h	10	3 <sup>rd</sup> semester	once an academic year	1 semester
<b>Course type</b> Lecture					
<b>Teaching language</b> German / English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business (compulsory elective module) <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcomes</b>					
<p>Upon successful completion of this module, students should have gathered deeper insights into strategic and operative key issues with Marketing and Consumer Behaviour. The course has been designed to give students a chance to apply theory on a selection of real-life business scenarios. At the same time, course participants will improve their ability to work in teams as well as critical investigation, and self-motivating study skills.</p>					
<b>Content</b>					
<p>The marketplace isn't any more what it used to be, major societal forces have challenged marketers to develop new strategies and instruments. These major societal forces include information technology, globalization, deregulation, retail transformation, consumer information and integration, but also increasing consumer resistance and less tolerance about undesired marketing. In this course students are introduced to the principal changes in the marketing environment.</p> <p>Throughout the course, participants will be provided with an introduction to the theories, strategies and practices of marketing in different contexts. Typical strategic and operative marketing challenges dealt with include e.g.:</p> <p>How can we spot and choose the right market segments?  How can we differentiate our offerings?  How should we respond to customers who buy on price?  How far can we go in customizing our offering for each customer?  How can we grow our business?  How can we build stronger brands?  How can we keep our customers loyal?  How can we establish multiple channels and yet manage channel conflict?</p> <p>Furthermore, the module includes an introduction to the analysis of consumer behaviour. In an increasingly complex marketing environment, marketers are continuously challenged to develop a profound understanding of how consumers or groups of consumers select, buy, and use products, services, or ideas. This module introduces students to the determinants involved in consumers' decision making.</p> <p>Last but not least, the students will develop an understanding of both the methods used in market research and their role in supporting marketing decision-making.</p>					

Market research is the interface between an organization and its target publics used to identify marketing opportunities, to improve understanding of customers and to monitor marketing performance. The module addresses all stages of the market research process from definition of the research objectives over choice of research design, data collection, data analysis, to presentation of findings.

**Teaching methods**

Lecture with discussion and exercise elements

**Form of assesment**

Written exam of 180 minutes length

**Weight of grading**

According to ECTS credits

**Module coordinator**

Prof. Dr. Axel Schlich

**Lecturer**

Prof. Dr. Axel Schlich

N.N.

**Literature (current edition)**

Course participants will be provided with case studies, articles and lecture notes during the course.

In addition, it's recommended to use the following textbooks in order to deepen the understanding of marketing theory and practice.

- Dibb, S./Simkin, L./Pride, W.M./Ferrell, O.C. (2012): Marketing concepts & strategies, 6th edition. Hollensen,
- S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, Munich. Homburg,
- C./Krohmer, H./Kuester, S. (2009): Marketing management – a contemporary perspective.