MODULE HANDBOOK

STUDY PROGRAMM IN FOCUS

**BW/
MARKETING**

Version: September 2016

MODULE HANDBOOK FOR PO6

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List of Abbreviations

CR	credits according to ECTS – System
PLH	examination based on essay
PLK	examination based on written exam
PLL	examination based on laboratory work
PLM	examination based on oral exam
PLP	examination based on project work
PLR	examination based on presentation
PLS	examination based on seminar paper
PLT	examination based on written thesis
PVL	prerequisite examination
PVL-BVP	prerequisite examination for bachelor interim overall exam
PVL-BP	prerequisite examination for final bachelor graduation
PVL-MP	prerequisite examination for the master exam
PVL-PLT	prerequisite examination for registration for thesis
SWS	contact hours per week
UPL	non-graded examination (pass/fail only)

Alignment matrix for learning outcomes according to official state requirements

Module	Enlar-gement of know-ledge	Consolidati-on of know-ledge	Instrumental Competence	Systemic Competence	Communi-cative Com-petencies
LEVEL II – MODULES CONTRIBUTING TO THE FINAL GRADE (Advanced Modules)					
MKT1100	X	X			
MKT2050	X	X	X		X
MKT2060	X	X	X		X
MKT2200	X	X	X		X
MKT2070	X	X	X		X
MKT3200	X	X	X		
MKT3300	X	X	X	X	X
MKT4020	X	X	X		X

LEVEL 2 – MODULES CONTRIBUTING TO THE FINAL GRADE (Advanced Modules)

MKT1100 – Introduction to Marketing

Introduction to Marketing	
Module ID	**MKT1100**
Semester	2
Level	Introduction
Credits	5
Contact hours per week	4
Frequency	summer semester only
Associated Courses	MKT1101 – Theoretical approaches and basics of Marketing (4 SWS, 5 Credits)
Prerequisites	None
Assessment Methods	PLK - 90 min
Requirements for granting of credits	Passing the examination
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Paetsch, Michael
Lecturer(s)	Forster, Anja + Paetsch, Michael
Discipline	Marketing
Pedagogical Approach	Lecture with exercises
Applicability in other programs	--
Objectives	Upon successful completion of the course ...: • students have an understanding of the different perspectives of marketing and their respective theoretical basis as well as the development of the marketing concept in connection with economic and social change processes. • students have an understanding of the basic terms and concepts of marketing. • students know the tasks, objectives and performance measures of marketing. • students are able to outline the basic principles, policy options and instruments of marketing management. • students are able to describe the marketing management process and the content of marketing plans and to answer the ethical challenges and questions associated

	with marketing. The module is primarily used for knowledge dissemination and deepening.
Content	The course provides a basic introduction to marketing and marketing management, and covers key content such as: • Terms and conceptual foundations for marketing • Management process in marketing • Situational analysis in marketing (internal and external analysis) • Contents and instruments of strategic marketing planning • Strategic options (alternative marketing strategies) • Content and instruments of operational marketing planning • Aspects of value-oriented marketing
Relation to other Modules	This module forms the basis for the understanding of the advanced courses in Marketing.
Workload	In addition to the 4 x 15 = 60 SWS attendance hours, students are also expected to spend 90 hours in preparation and post processing, independent literature studies, preparation of exercises and the preparation of examinations.
Literature	• Becker: Marketing-Konzeption. Grundlagen des zielstrategischen und operativen Marketing Management. Vahlen Verlag: München. • Bruhn: Marketing. Grundlagen für Studium und Praxis. Gabler Verlag: Wiesbaden. • Homburg/Krohmer: Grundlagen des Marketingmanagement. Gabler Verlag: Wiesbaden. • Kotler/Keller/Bliemel: Marketing-Management - Strategien für wertschaffendes Handeln, Pearson Studium: München et al. • Kuß/Tomczak/Reinecke: Marketingplanung. Einführung in die marktorientierte Unternehmens- und Geschäftsfeldplanung. Gabler Verlag: Wiesbaden. • McDonald/Wilson: Marketing Plans – How to prepare them, how to use them. John Wiley & Sons Verlag. • Meffert/Burmann/Kirchgeorg: Marketing. Grundlagen marktorientierter Unternehmensführung - Konzepte, Instrumente, Praxisbeispiele. Gabler Verlag: Wiesbaden • Walsh/Deseniss/Kilian: Marketing – Eine Einführung auf der Grundlage von Case Studies. Springer/Gabler: Wiesbaden. Most recent edition
Additional remarks	--
Keywords	Basics Marketing brand marketing strategy marketing planning tools marketing mix values-oriented marketing marketing theory
Last edited	September 2016

MKT2050 – Marketing Information Management

Marketing Information Management	
Module ID	MKT2050
Semester	3
Level	Introduction
Credits	7
Contact hours per week	4
Frequency	every winter semester
Associated Courses	• MKT2111 – Fundamentals of Marketing Information Management (4 Credits/2 SWS) • MKT2051 – Advanced Marketing Information Management (CMM) (3 Credits/2 SWS)
Prerequisites	At least 38 credits from the interim grade
Assessment Methods	• MKT2111 - Fundamentals of Marketing Information Management: PLK – 60 minutes • MKT2051 – Advanced Marketing Information Management (CMM): Presentation and essay
Requirement for granting of credits	Passing the respective examination performance
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	Max. 40 students
Language	German
Module Duration	1 Semester
Modul Coordinator	Zerr, Konrad
Lecturer(s)	Zerr, Konrad
Discipline	Marketing
Pedagogical Approach	Lecture with exercises and presentation
Applicability in other programs	--
Objectives	The students… • can assess the suitability of different methodological approaches for solving empirical questions; • are able to formulate their information requirements against institutes or market research departments and to coordinate their service provision by means of practical insights into the management of market research projects; • recognize the many new possibilities of web-based technologies for the generation of information; • can assess these technologies in terms of their useful-

	ness as well as their limitations. The module is primarily used for knowledge dissemination and deepening. The event also contributes decisively to the acquisition of instrumental and communicative competence.
Content	MKT2111 - Fundamentals of Marketing Information Management: • The role of market research in marketing • Term, tasks and carriers of market research • Classification of different market research approach • Information sources of marketing (secondary and primary research as well as survey and observation) • Management of the market research process • Quality assurance and controlling of market research services MKT2051 – Advanced Marketing Information Management (CMM): • Web-based possibilities of primary research • Web-based possibilities of secondary research • Classical online research and mobile research • Web Analytics and Social Media Research
Relation to other Modules	This module forms the basis for the understanding of the advanced courses in Marketing.
Workload	In addition to the 4 x 15 = 60 SWS attendance hours, students are also expected to spend 90 hours in preparation and post processing, independent literature studies, preparation of exercises and the preparation of examinations. A further 60 h of work is expected for the preparation of presentations.
Literature	General information about market research: • Berekoven L.; Eckert W. und Ellenrieder P.: Marktforschung - Methodische Grundlagen und praktische Anwendung. Gabler Verlag, Wiesbaden • Brown T. J. und Suter T. A.: MR: Marketing Research. Cengage Learning Verlag • Dillman D. A.: Mail and Internet Surveys-The Tailored Design Method. Wiley John & Sons Verlag, New York u.a. • Fantapié Altobelli C.: Marktforschung Methoden - Anwendungen – Praxisbeispiele. UTB, Lucius & Lucius Verlag, Stuttgart. • Homburg C. und Krohmer H.: Marketingmanagement: Strategien – Instrumente – Umsetzung - Unternehmensführung. Gabler Verlag, Wiesbaden. (insbes. S.237-311) • Hüttner M. und Schwarting U.: Grundzüge der Marktforschung. Oldenbourg Verlag, München. • Krämer, W.: Statistik verstehen. Eine Gebrauchsanweisung. Piper Taschenbuch Verlag, München.

	- Weis H.C./Steinmetz P., Marktforschung. Kiehl - Wright L.T. und Crimp M.: The Marketing Research Process. Financial Times/Prentice Hall - Zikmund W. G. und Babin B. J.: Essentials of Marketing Research. Cengage Learning Verlag, Mason - Zikmund W. G, und Babin B. J.: Exploring Marketing Research. Cengage Learning Verlag, Mason. Special literature on specific questions: - Backhaus K. i.a.: Multivariate Analysemethoden. Springer Verlag, Berlin/Heidelberg/New York. - Batinic B./Werner A./ Gräf L./ Bandilla W., Online-Research. Göttingen. - Bühl, A./Zöfel P., SPSS in der Marktforschung. - Diamantopoulos A. und Schlegelmilch B.: Taking the fear out of Data Analysis. A step-by-step approach. Cengage Learning Verlag: London. - Edmunds H.: The Focus Research Handbook. McGraw-Hill Verlag, Illiniois. - Fink A.: How to Ask Survey Questions. Sage Publications - Hair J. F. i.a.: Multivariate Data Analysis. Prentice Hall Verlag, New Jersey. - Kepper G., Qualitative Marktforschung - Methoden, Einsatzmöglichkeiten und Beurteilungskriterien, Wiesbaden. Most recent edition
Additional remarks	--
Keywords	Empirical Work Survey Methods Data Acquisition Data Analysis Quantitative Survey Qualitative Survey Experiment Statistics SPSS Market Research Marketing Information Management web-based market research Online Research internet-based market research
Last edited	September 2016

MKT2060 – Customer Management

Customer Management	
Module ID	MKT2060
Semester	3
Level	Introduction / Advanced level
Credits	5
Contact hours per week	4
Frequency	every winter semester
Associated Courses	- MKT2061 – Fundamentals of Digital Marketing (2 SWS / 2 Credits) - MKT2062 - Distribution & Sales (2 SWS / 3 Credits)
Prerequisites	At least 38 credits from the interim grade
Assessment Methods	- MKT2061 - Fundamentals of Digital Marketing: PLK – 45 minutes - MKT6062 - Distribution & Sales: Presentation/Essay
Requirements for granting of credits	Passing the respective examination performance
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Paetsch, Michael
Lecturer(s)	Albert, Rudolf + Paetsch, Michael + NN
Discipline	Marketing
Applicability in other programs	--
Pedagogical Approach	Lecture with excersises and presentation
Objectives	The participants acquire the skills to build, maintenance and monitoring of customer relationships - both inside and outside the Web. Likewise, the participants acquire the competence to select and design the distribution systems that are practiced in this context and know the requirements for the establishment of a sales organization and a business plan in this context. The module is thus primarily used for the broadening and deepening of knowledge. The event also contributes decisively to the acquisition of instrumental and communicative competence.
Content	MKT2061 - Fundamentals of Digital Marketing: - Megatrends in the field of communications and computing - Brands and customer assets in a digital world

	• Digital Customer Journey • Digital Customer Life Time Value & Acquisition Cost • Online vs. physical POS • Long Tail Concepts & Power law • Digital networks und communications • Neighboring / Seeding Strategies • Social Media Technologies • Big Data / Business Analytics MKT6062 – Distribution & Sales: • Sales strategy • Sales channel management • sales organization • Task areas / roles in the sales organization • Managing sales talks • Elements of CRM • Business Planning Process • Motivation and incentive systems in sales • Sales management; Target, control and measuring systems
Relation to other Modules	The module is based on the module Fundamentals of marketing and is the basis for the practical semester and the practical project in the 6th semester.
Literature	MKT2061 - Fundamentals of Digital Marketing: • Bowen, Gordon; Ozuem, Wilson: Computer-mediated marketing strategies. Social media and online brand communities. Hershey, PA: Business Science Reference. • Chaffey, Dave; Ellis-Chadwick, Fiona: Digital marketing. Strategy, implementation and practice. Harlow: Pearson. • Charlesworth, Alan: An introduction to social media marketing. London [i.a.]: Routledge. • Garris, Molly.; Mishra, Karen E.: A beginner's guide to mobile marketing. First edition. New York, New York: Business Expert Press (Digital and social media marketing and advertising collection). • Hemann, Chuck; Burbary, Ken: Digital marketing analytics. Making sense of consumer data in a digital world. Indianapolis, Ind.: Que. • Holzapfel, Felix: Digitale Marketing-Evolution. Wer klassisch wirbt, stirbt. Göttingen: BusinessVillage. • Jarboe, Greg: YouTube and video marketing. An hour a day. - Description based on print version record. - Includes index. Indianapolis, Ind.: Wiley Pub (Serious skills). • Paetsch, Michael (1993): Mobile communications in the U.S. and Europe. Regulation, technology, and markets. Boston: Artech House (The Artech House mobile communications library).

	• Paetsch, M. Über die globale Vernetzung von Maschinen und Maschinen. In: Burda, Hubert; Döpfner, Mathias; Hombach, Bodo; Rüttgers, Jürgen (Hrsg.): 2020 Gedanken zur Zukunft des Internets. Klartext Verlag, Essen 2010. • Ryan, Damian (2014): Understanding Digital Marketing. Marketing Strategies for Engaging the Digital Generation. 3rd ed. London: Kogan Page. Online verfügbar unter http://gbv.eblib.com/patron/FullRecord.aspx?p=1694820 . MKT6062 - Distribution & Sales: • Hofbauer, G., & Hellwig, C.: Professionelles Vertriebsmanagement. Erlangen: Publicis Publishing. • Homburg, C., & Krohmer, H: Marketingmanagement. Wiesbaden: Springer Gabler. • Jobber, D., & Lancaster, G.: Selling and Sales Management. Edinburgh: Pearson. • Kotler, P., Lane Keller, K., & Bliemel, F.: Marketing-Management. München et al: Pearson. • Kumar, V. und Reinartz, W.: Customer Relationship Management. Springer Verlag: Heidelberg/New York/Dordrecht/London • Meffert, H., Burmann, C., & Kirchgang, M.: Marketing. Wiesbaden: Springer Gabler. • Specht, G., & Fritz, W:. Distributionsmanagement. Stuttgart: Kohlhammer. • Winkelmann, P.: Marketing und Vertrieb. München: Oldenbourg. Most recent edition
Workload	In addition to the 4 x 15 = 60 SWS attendance hours, students are also expected to spend 90 hours in preparation and post processing, independent literature studies, preparation of exercises and the preparation of examinations. A further 60 h of work is expected for the preparation of presentations.
Additional remarks	--
Keywords	Digital Marketing Social Media Management Social Media Technologies Big Data Customer Relations Management Sales Management Promotion Customer retention
Last edited	September 2016

MKT2200 – Product and Delivery Management

Product and Delivery Management	
Module ID	MKT2200
Semester	4
Level	Advanced Level
Credits	10
Contact hours per week	6
Frequency	summer semester only
Associated courses	• MKT2201 – Product Policy (incl. Pricing) (4 SWS/6 Credits) • MKT2202 – Innovation Management (2 SWS/ 4 Credits)
Prerequisites	At least 50 credits from the interim grade
Assessment Methods	Presentation/Essay + Oral module exam
Requirements for granting of credits	Passing the respective examination performance
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	Max. 40 students
Language	German
Module duration	1 Semester
Module coordinator	Janovsky, Jürgen
Lecturer(s)	Janovsky, Jürgen + Sander, Frauke
Discipline	Marketing
Applicability in other programs	--
Pedagogical Approach	Lecture with exercises
Objectives	MKT2201 - Product Policy (incl. Pricing) Through the participation in the event the students should learn: • which frame dictate decisions of corporate strategy of product policy of Marketing • how strategic competitive advantages arise • how to define and segment a relevant market • which standard measures are available for processing the target group program • which standard measures are available for processing the object program • which role also plays value added services or the design of the customer experience • what is the process to develop and implement a positioning strategy • which is to be understood as one of the central basic principles of price management • which price strategies and instruments can be used in

	the context of the price policy
	MKT2202 – Innovation Management:
	Upon successful completion of the course
	- students understand the current relevance of innovation management. - students have the skill to develop technology strategies - students are familiar with the basic conditions of an innovation-friendly organizational culture - students have the expertise to prepare and realize innovation projects.
	The module is primarily used for the broadening and deepening of knowledge as well as the instrumental competence. In addition, it contributes decisively to the acquisition of instrumental and communicative skills through the presentations and simulations.
Content	MKT2201 - Product Policy (incl. Pricing): - Basic principles and classification of the product policy - supply structure - Target group program - Performance program - Positioning - Price management MKT2202 – Innovation Management: - Relevance of innovation management and types of innovations / technologies - Strategic innovation management - Behavior scientific determinants of the ability to innovate - Management of innovation projects - Special features of different forms of innovation
Applicability in other programs	The module is based on the module Fundamentals of marketing and is the basis for the practical semester and the practical project in the 6th semester.
Literature	MKT2201 - Product Policy (incl. Pricing): - Meffert et. al.: Marketing: Grundlagen marktorientierter Unternehmensführung, Meffert, H. / Burmann, Ch./ Kirchgeorg, M., Wiesbaden. - Bruhn: Marketing: Grundlagen für Studium und Praxis, Wiesbaden. - Becker: Marketing-Konzeption: Grundlagen des zielstrategischen und operativen Marketing-Managements, München. - Bea / Haas (2013): Strategisches Management, 5. Aufl., Konstanz / München 2013, S. 22-31. - Macharzina / Wolf (2005): Unternehmensführung, 5. Aufl. Wiesbaden 2005, S. 266-278, 321-323 and 338-376. - Töpfer /Seeringer (2008): Entwicklungsstufen des

	Customer-Value-Konzeptes und Berechnungsverfahren zur Steuerung des Kundenwertes, in: Handbuch Kundenmanagement, Armin Töpfer (Hrsg.), S. 229-266. • Schmitt (1999): Experiential Marketing", Journal of Marketing Management, Vol. 19, 1999, S. 53-67. • Esch (2000): Markenpositionierung als Grundlage der Markenführung, in: Moderne Markenführung, hrsg. v. F.-R. Esch, 4. Aufl., Wiesbaden 2005, S. 131-164. • Trommsdorff (2007): Produktpositionierung, in: Handbuch Produktmanagement – Strategieentwicklung, Produktplanung, Organisation, Kontrolle, hrsg. v. S. Albers, A. Herrmann, 3. Aufl. Wiesbaden 2007, S. 341-362. • Simon / Fassnacht: Preismanagement, 3. Aufl. Wiesbaden. MKT2202 – Innovation Management: • Chesbrough, H.W. et al. (ed.): Open Innovation: Researching a New Paradigm, Oxford. • Daim, T.U. et al. (ed.): Planning and Roadmapping Technological Innovations, Berlin/N.Y. • Fisch, J.H./Ross, J.-M. (ed.): Fallstudien zum Innovationsmanagement, Wiesbaden. • Freund, D.: Wertschöpfende und innovationsorientierte Unternehmensführung, Berlin/N.Y. etc. • Goffin, K.; Mitchell, R.: Innovation Management, 7th. ed., N.Y. • Hervás-Oliver, J.-L./Peris-Ortiz, M.: Management Innovation, Berlin/NY. • Huizingh, E. / Brand, M.J.: Stepwise innovation adoption: a neglected concept in innovation research, International Journal of Technology Management 2009 vol.45, No.3/4, p. 267-281 • Noé, M.: Innovation 2.0, Wiesbaden. • OECD: Science, Technology and Industry Outlook, Paris. • Rüdiger, K. et al. (ed.): Entrepreneurship, Innovation and Economic Crisis, Berlin/N.Y. • Vahs, D: /Brem, A.: Innovationsmanagement, Stuttgart. Most recent edition
Workload	In addition to the 6 x 15 = 90 SWS attendance hours, students are also expected to spend 90 hours in preparation and post processing and prepare their presentations and the oral examination (Workload total about 150 h)
Additional remarks	--
Keywords	Price policy Product program Product innovation Product policy Innovation Innovation management Technology management Innovation marketing
Last edited	September 2016

MKT2070 – Brand Management

Brand Management	
Module ID	MKT2070
Semester	4
Level	Advanced level
Credits	9
Contact hours per week	6
Frequency	summer semester only / depending on the number of participants, even in the winter semester ["Strategies in Brand Management" in english / "Reputation Management" in german]
Associated Courses	• MKT2071 – Strategies in Brand Management (4 SWS/6 Credits) • MKT2072 – Reputation Management (2 SWS/3 Credits)
Prerequisites	At least 50 credits from the interim grade
Assessment Methods	Presentation/Essay + Oral module exam
Requirements for granting of credits	Passing the respectives examination performance
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	Max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Forster, Anja
Lecturer(s)	Forster, Anja
Discipline	Marketing
Applicability in other programs	--
Pedagogical Approach	Lecture with excercises
Objectives	MKT2071 – Strategies in Brand Management Upon successful completion of the course the students should… • be able to assess the role of brands for companies and organizations, to describe different types of brands and to outline the advantages of strong brands. • be able to identify, classify and apply different strategies and instruments of brand management, as well as critically assess methods and approaches of brand controlling. • be able to understand how brand strategies can change over time and across geographical boundaries. MKT2072 – Reputation Management Upon successful completion of the course the students should… • be able to define what is meant by company reputation,

	to describe the different levels of corporate reputation, and to highlight the importance and challenges of reputation management in the 21st century. • be capable of representing the building blocks of the company's reputation, as well as assessing their connections and importance for the company's reputation. • have competences regarding selected approaches and methods - corporate branding, corporate culture or corporate communications - , which help to build a strong corporate reputation. The module is primarily used for the broadening and deepening of knowledge as well as the instrumental competence. In addition, it contributes decisively to the acquisition of instrumental and communicative skills through the presentations and simulations.
Content	MKT2071 - Strategies in Brand Management The lecture focuses on the structure, management and branding of brands and gives insights into important topics and fields such as: • Brand concept and brand models • Branding systems and brand strategies • Branding and brand positioning • Brand management and brand controlling MKT2072 – Reputation Management Reputation management of enterprises and organizations is a complex task - and is by no means just prepared for a crisis situation. It includes a variety of core contents. The lecture will provide insights into some of the important topics, such as: • Origin of company reputation • Reach and scope of company reputation • Measurement of company reputation • Importance of company culture for company reputation • Importance of Corporate Brands and Corporate Branding for Company Reputation • Importance of corporate communication for company reputation
Relation to other Modules	The module is based on the module Fundamentals of marketing and is the basis for the practical semester and the practical project in the 6th semester.
Literature	MKT2071 - Strategies in Brand Management • Esch, F. : Strategien und Technik der Markenführung, Vahlen Verlag: München. • Keller, K. L.: Strategic Brand Management. Building, Measuring, and Managing Brand Equity, Pearson Education Limited: Edinburgh. • Kapferer, J.N.: The new strategic brand management,

	London: Kogan Page.
	• Keller, K. L./Aperia, T./Georgson, M.: Strategic Brand Management: A European Perspective, Financial Times Prentice Hall.
	• Burmann, Ch./Halaszovich, T./Hemmann F.: Identitäts-basierte Markenführung: Grundlagen - Strategie - Umsetzung - Controlling. Springer Fachmedien Verlag: Wiesbaden.
	• Meffert, H. / Burmann, C. / Koers, M.: Markenmanage-ment: Identitätsorientierte Markenführung und prakti-sche Umsetzung, Wiesbaden: Gabler.
	• Wheeler, A.: Desiging Brand Identity: An essential guide for the whole branding team, Wiley & Sons Verlag: New Jersey.
	MKT2072 – Reputation Management
	• Roper, S./Fill, C.: Corporate Reputation. Brand and Communication, Pearson Education Limited: Edinburgh.
	• Helm, S.: Unternehmensreputation und Stakeholderlo-yalität., Deutscher Universitätsverlag: Wiesbaden.
	• Helm, S./ Liehr-Gobbers, K.: Reputation Management, Springer Berlin Heidelberg.
	• Liehr, K./Peters, P. /Zerfaß, A.: Reputationsmessung - Grundlagen und Verfahren.
	• Lies, J.: Handbuch Public Relations, UTS Verlag: Stutt-gart.
	• Peters, P.: Reputationsmanagement im Social Web: Ri-siken und Chancen von Social Media für Unternehmen, Reputation und Kommunikation., Social Media Verlag.
	• Wüst, C./Kreutzer, R.T.: Corporate Reputation Ma-nagement : Wirksame Strategien für den Unterneh-menserfolg, Gabler Verlag.
Workload	In addition to the 6 x 15 = 90 SWS attendance hours, students are also expected to spend 90 hours in preparation and post processing and prepare their presentations and the oral exami-nation (Workload total about 180 h).
Additional remarks	--
Keywords	Brand brands management Reputation management Public re-lations Communication Brand architecture Brand policy
Last edited	September 2016

MKT3200 – Electives: Spec. Marketing Issues

Electives: Spec. Marketing Issues	
Module ID	MKT3200
Semester	6
Level	Professional qualifying academic level
Credits	6
Contact hours per week	4
Frequency	every semester
Associated Courses	- MKT3205 - Introduction into Online Technologies for Marketing Professionals (in english, 2 SWS, 3 Credits) - MKT3031 - International Marketing (in english, 2 SWS, 3 Credits) - MMM3012 – Specific Topics in the Psychology of Advertising (in german, 2 SWS, 3 Credits) (alternative offers possible)
Prerequisites	At least 50 credits from the interim grade
Assessment Methods	Presentation/Essay/written exam – depending on the lecture, 45 or 60 minutes
Requirements for granting of credits	Passing the respective examination performance. Electives of 6 credits are to be successfully completed.
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	Max. 80 students
Language	- MKT3205 - Introduction into Online Technologies for Marketing Professionals (english) - MKT3031 - International Marketing (english) - MMM3012 - Specific Topics in the Psychology of Advertising (german)
Module Duration	1 Semester
Module Coordinator	Forster, Anja
Lecturer(s)	Professors of different degree courses / other disciplines
Discipline	Marketing
Applicability in other programs	Individual electives are also available through other courses.
Pedagogical Approach	Lecture with exercises
Objectives	The electives module is intended to provide students with the opportunity to focus on individual, course-related aspects. The objectives differ according to the electives offer: The students receive in-depth knowledge in two of the offered areas.

	The module is thus primarily used for the broadening and deepening of knowledge as well as the acquisition of instrumental competence.
Content	MKT3205 - Introduction into Online Technologies for Marketing Professionals • Key trends in the area of communication, technology and high-tech • Drivers in the device market (e.g. including Internet of things) • Customer app markets (e.g. trends in electronic payments systems) • M-commerce market segments • Cloud, cloud computing and over the top media streaming markets • Range of tools that help to work effectively in a more online driven marketing world MKT3031 - International Marketing • History of globalization • Risk analysis: major risk factor for today's global economy • High level analysis: 4P in the global marketing context • Product: Standardization vs. local market adaption • Services: Standardization vs. country adaption • Country regulation and product adaption • Transatlantic Trade and Investment Partnership (TTIP) • Inside Multinational Companies • Social and cultural market factors • Marketing and politics - rising barriers of doing business • Perspective on growth markets MMM3012 - Specific Topics in the Psychology of Advertising • Clarification of the concept • Neuroanatomy • Overview of procedures • Global neuro-theories • Empirical Findings of Consumer Neuroscience • Project work
Relation to other Modules	The module is based on the course-specific lectures of the 3rd and 4th semesters.
Literature	Will be fixed in the individual lectures.
Workload	In addition to the 2 x 15 SWS = 30 SWS attendance hours, students are also expected to spend 60 hours in preparation and post processing, independent literature studies, preparation of exercises and the preparation of examinations.
Additional remarks	The module or an individual course of the module can also be completed of an international study semester. Modules and lec-

	tures related to the focus of studies are also recognizable. English-language offers within the module are offered under the International Study Program. The credits obtained are calculated based on the 18-credit requirement in the course of studies.
Keywords	Online Marketing Online Technologies International Marketing Advertising psychology
Last edited	September 2016

MKT3300 – Project Management & Controlling

Project-Management & Controlling	
Module ID	**MKT 3300**
Semester	6
Level	Professional qualifying academic level
Credits	10
Contact hours per week	6
Frequency	every semester
Associated Courses	• MKT3301 - Marketing-Controlling (2 Credits/2 SWS) • MKT3302 – Business Project Marketing (8 Credits/4 SWS)
Prerequisites	At least 50 credits from the interim grade
Assessment Methods	• MKT3301 - Marketing-Controlling: PLK – 45 minutes • MKT3302 - Business Project Marketing: PLP - Presentation
Requirement for granting of credits	Passing the respective examination performance
Significance for final grade	The module counts weighted by its credits to the final bachelor grade
Planned group size	• MKT3301 - Marketing-Controlling: max. 40 students • MKT3302 Business Project Marketing: max. 24 students
Language	• MKT3301 - Marketing-Controlling: german/english • MKT3302 - Business Project Marketing: german
Module Duration	1 Semester
Modul Coordinator	Zerr, Konrad
Lecturer(s)	Forster, Anja + Zerr, Konrad + NN
Discipline	Marketing
Applicability in other programs	--
Pedagogical Approach	Project works
Objectives	MKT3301 - Marketing-Controlling: The students…: • understand the meaning and models of marketing controlling; • get to know the information technology principles and concepts of marketing controlling; • know concrete methods of marketing controlling, customer satisfaction, sales controlling, communication control and can assess them.

	MKT3302 - Business Project Marketing: As part of the practical project, students should their knowledge (methods, techniques, tools, ...) and skills that you have been in the study (and, if applicable. Internship) acquired independently apply in a real-world project. It should / should therefore ...: • the transfer of competence of the student will be improved with the use of academic knowledge to handle a specific marketing problem from operational practice. • the application skills of students of instruments (eg. market research, success control, etc.) of Marketing be improved. • the multidisciplinary skills (social skills (for example, self-organization / cooperation of the team of targeted use of project partners), methodological skills (for example, rhetorical skills, presentation techniques)) are developed for students. The project focuses on the acquisition of systemic competence. In addition to the application and consolidation of specialist knowledge, interdisciplinary skills, social competence and methodological competence (presentation) are also to be trained here.
Content	MKT3301 - Marketing-Controlling: • Principles of controlling • Tasks and concepts of marketing controlling • Controlling the brand management • Controlling the customer management • Controlling the product and performance management MKT3302 - Business Project Marketing: As part of the practical project, students gain a practical task for the development and implementation of a complex management or research project in the field of marketing. The contents as well as the specific task depend on the respective project. On the basis of the briefing of the practice (usually by a company), the project is supervised by student teams under the supervision of a professor, from the development of the methodical approach, the analysis of the initial situation, the implementation, the formulation of recommendations for action and the evaluation of the empirical investigation up to the presentation of the results. The results will be documented and presented verbally before the contracting company.
Relation to other Modules	The module is based on the course-specific events of the 3rd and 4th semesters. The module prepares for the thesis as an independent scientific thesis.
Literature	MKT3302 - Business Project Marketing:

	- Is specified depending on the practice project. MKT3301 - Marketing-Controlling: - Best, E. und Weth, M.: Geschäftsprozesse optimieren. Gabler Verlag, Wiesbaden - Hammerschmidt, M.; Stokburger, G. und Bauer, H.H.: Marketing Performance. Messen, Analysieren, Optimieren. Gabler Verlag: Wiesbaden. - Homburg,Chr. und Krohmer,H.: Marketingmanagement. Gabler Verlag, Wiesbaden - Kotler. Ph.; Keller, K.L.und Bliemel, F.: Marketing-Management: Strategien für wertschaffendes Handeln, (Pearson Studium - Economic BWL, Addison-Wesley Verlag, München - Link, J. und Weiser, Chr.: Marketing-Controlling. Vahlen Verlag, München - Farris, P.W.; Bendle, N.T.; Pfeifer, P.H. und Reibstein, D.J.: Marketing messbar machen. Addison-Wesley Verlag - Pufahl, M.: Vertriebscontrolling.Gabler Verlag, Wiesbaden. - Reinecke, S. und Tomczak T.: Handbuch Marketingcontrolling. Gabler Verlag, Wiesbaden Most recent edition
Workload	In addition to the 4 x 15 SWS = 60 SWS presence time, students are also expected to spend 180 hours in preparation and post processing, and independent project work. For controlling, 2x15 = 30 SWS about 30 h have to be submitted for preparation and post processing, including preparation for the exam.
Additional remarks	--
Keywords	Business Project Marketing Marketing-Controlling Marketing Success-controlling
Last edited	September 2016

MKT4020 – Marketing and Law

Marketing and Law	
Module ID	MKT4020
Semester	7
Level	Advanced level / Professional qualifying academic level
Credits	8
Contact hours per week	6
Frequency	every semester
Associated Courses	• MKT4021 – Advanced Digital Marketing (2 SWS / 3 Credits) • LAW4001 – Intellectual Property Law, Multimedia and Internet Law (4 SWS / 5 Credits)
Prerequisites	Completed interim grade. Achievement of all cross-study credits of the third semester of study and achievement of 18 credits in English-language modules / lectures
Assessment methods	• MKT4021 - Advanced Digital Marketing: PLR • LAW4001 - Intellectual Property Law, Multimedia and Internet Law: Presentation/Project work/written exam – 90 minutes
Requirement for granting of credits	Passing the respective examination performance
Significance for final grade	The module counts weighted by its credits to the final bachelor grade.
Planned group size	• MKT4021 - Advanced Digital Marketing: max. 40 students. • LAW4001 - Intellectual Property Law, Multimedia and Internet Law: max. 80 students.
Language	German
Module Duration	1 Semester
Module Coordinator	Forster, Anja
Lecturer(s)	Buchmann, Felix + Wechsler, Andrea + NN
Discipline	Marketing / Law
Applicability in other programs	"Intellectual Property Law, Multimedia and Internet Law" is also being offered for the Bachelor degree programs "Marketing Communication & Advertising" and "Media Management and Psychology of Advertising" and for the Module "Marketing Law (LAW2300)" for the degree program "Market Research and Consumer Psychology"
Pedagogical Approach	• MKT4021 - Advanced Digital Marketing: Lecture with exercises and presentations • LAW4001 - Intellectual Property Law, Multimedia and In-

	ternet Law: Lecture; discussion with students

Objectives	MKT4021 - Advanced Digital Marketing: The students know the latest developments and challenges in digital marketing LAW4001 - Intellectual Property Law, Multimedia and Internet Law: The students… - acquire knowledge about the nature, the foundation and the structure of the intellectual property law, the multimedia and internet law and know the different types of protective rights - have the necessary basic knowledge to protect industrial property rights (patents, utility models, registered designs, trademarks) national, European and international - know and understand the relevance of the international dimension of legal protection. - are able to exploit and defend industrial property rights and copyrighted works - have basic knowledge in the field of new media as well as in-depth knowledge in the field of substantive competition law **Critical thinking and analytical skills** The students are able to apply rules of law to life situations, i.e. To bring cases of juridical thinking to a solution and to master the subsumption technique. They learn about conflict resolution models and methods and master the special way of thinking in the legal argument. In addition, have students have a critical understanding of intellectual property and privacy rights in the media. They are also able to work on specific strategic challenges of a company or entrepreneur in this area of law in project and presentation work. **Ethical awareness** Students can recognize legal problems in intellectual property law as well as in multimedia and internet law in their economic and business ethic dimensions and can realise the contribution of the right to a solution. The students learn that law can also give ideas for business management. **Communication skills** • Students learn to understand the form of intellectual property rights, and multimedia and Internet rights (patent, trademark, registered design, etc.) and to communicate properly with legal advisers. • In addition, they are able to formulate legal problems within the framework of a written case study in the form of expert opinions. The module is primarily used for the broadening and deepening of knowledge as well as for the acquisition of instrumental and communicative competence in the lecture "Advanced Digital Marketing (MKT4021)".
Content	MKT4021 - Advanced Digital Marketing:

	• Current questions of digital marketing
	• Contents are adapted to current developments
	
	LAW4001 - Intellectual Property Law, Multimedia and Internet Law
	
	• Overview of the different industrial property rights and copyright
	• Principles of the
	  - Patent and utility model right
	  - Design Right
	  - brand law
	  - copyright
	  - competition law
	• Overview of the structure, the system and the content of the multimedia, data protection and Internet law and, among other things, on domain law and the law of e-commerce.
	• Current questions of intellectual property law, multimedia and Internet law with particular attention to their relevance for the media industry

Relation to other Modules	The module is based on the course-specific lectures of the 3rd and 4th and 6th semesters, as well as all legal lectures.
Literature	MKT4021 - Advanced Digital Marketing: • Literature will be announced depending on the lecture LAW4001 - Intellectual Property Law, Multimedia and Internet Law: – Branahl: Medienrecht, eine Einführung, Wiesbaden, Springer – Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, C.F. Müller Verlag, Heidelberg – Ensthaler: Gewerblicher Rechtsschutz und Urheberrecht, Springer Verlag, Berlin/Heidelberg – Fechner: Medienrecht, UTB, Stuttgart – Götting/Hubmann: Gewerblicher Rechtsschutz, CH. Beck Verlag, München – Haug, Grundwissen Internetrecht, Kohlhammer – Lettl, Urheberrecht (Grundrisse des Rechts), CH. Beck Verlag, München – Ohly, Fälle zum Schwerpunkt Geistiges Eigentum, CH Beck Verlag, München Most recent edition
Workload	MKT4021 - Advanced Digital Marketing: In addition to the 2 x 15 SWS = 30 SWS presence time, students are also expected to spend 60 hours in preparation and post processing, independent literature study and preparation of the presentation.

	LAW4001 - Intellectual Property Law, Multimedia and Internet Law: 150 hours thereof 60 hours of contact time and 90 hours of preparation and post processing (self-study)
Additional remarks	The lecture "Advanced Digital Marketing" can also be completed during an international study semester. Modules and lectures related to the focus of the study are also recognizable. The module is interlocked in the 7th semester during the first 6 or 7 weeks of the semester.
Keywords	Copyright law, patent law, data protection, brand law, copyright, internet law, design law, multimedia law, media law, digital marketing
Last edited	September 2016