

# Service Marketing

## Semester 1

<b>HRM5062 - Personnel Management</b>	
ID	HRM5062
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	Human Resource Management
Pedagogical Approach	Lecture
Responsible:	Janovsky, Jürgen
Catalog Entry	<ul style="list-style-type: none"><li>• Selection of personnel and training</li><li>• Guidance of personnel / motivation and control</li><li>• Interdisciplinary teamwork</li></ul>

## **MKT5011 - Service Management Basics**

ID	MKT5011
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Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK
Examination time	45 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Responsible:	Zerr, Konrad

### **MKT5012 - Service Society Economy**

ID	MKT5012
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK
Examination time	60 minutes

Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Lecture
Responsible:	Moczadlo, Regina

### **MKT5031 - Service Marketing Strategies**

ID	MKT5031
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLK/PLH/PLR
Examination time	45 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Responsible:	Zerr, Konrad

### **MKT5064 - Cross-Cultural Service Management**

ID	MKT5064
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLH+PLR
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Responsible:	Janovsky, Jürgen

### **MKT5092 - Brand-Management for Services**

## **Semester 2**

### **MAR5051 - Specific Aspects of Service Research**

ID	MAR5051
Level	Advanced Level I
Credits	6 Credits
Hours per week	4

Frequency	Every Semester
Kind of Examination	PLK/PLR
Examination time	45 minutes
Language	German
category	Course
Discipline	Market Research
Pedagogical Approach	Interactive approach
Responsible:	Naderer, Gabriele

<b>MKT5041 - Service Future Technologies (Internet, etc.)</b>	
ID	MKT5041
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLH+PLR
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture with discussion

Responsible:	Paetsch, Michael
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<b>MKT5042 - Service Process Technologies (CRM, etc.)</b>	
ID	MKT5042
Level	Advanced Level I
Credits	5 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLR
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture with discussion
Responsible:	Paetsch, Michael

<b>MKT5052 - Innovation and Acceptance of Service Research</b>	
ID	MKT5052
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year

Kind of Examination	PLH
Language	German
category	Course
Prerequisites	<a href="#">Service Marketing Strategies</a>
Discipline	Marketing
Pedagogical Approach	Lecture with discussion
Responsible:	Janovsky, Jürgen
Catalog Entry	This course conveys the advantages of market research for innovation processes in the service industry, the information demand and the market research methods in different innovation phases.

<b>MKT5065 - Quality Management and Controlling</b>	
ID	MKT5065
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course

Discipline	Controlling, Finance and Accounting
Pedagogical Approach	Interactive approach
Responsible:	Zerr, Konrad

### **MKT5602 - Innovation-Oriented Management**

### **Semester 3**

#### **THE6999 - Master Thesis**

### **Electives MSM (MSM WPF)**

#### **MKT5077 - Applied Neuro Marketing**

#### **MKT5074 - Automotive Trade Marketing**

ID	MKT5074
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM
Examination time	60 minutes

Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Responsible:	Geiss, Christian

<b>MCO5051 - Communication Management in Various Sectors and in International Business</b>	
ID	MCO5051
Level	Expert Level
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLM/PLP/PLH/PLR
Language	German or English
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Catalog Entry	This seminar focuses on – among other topics – the specifics of communication management in the different business sectors (e. g. trade industrie, investment goods, service industrie) and the specifics of communication management in the international business.

<b>GMT5024 - Corporate Strategy Games</b>	
ID	GMT5024
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	UPL
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Interactive approach
Catalog Entry	This course gives an overview of economic planning processes under consideration of all relevant business functions in a virtual international company over a period of several business years.

<b>MKT5079 - Current Aspects of Service Marketing</b>
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<b>MKT5072 - Financial Services Marketing</b>	
ID	MKT5072
Level	Advanced Level II
Credits	3 Credits

Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Responsible:	Herrmenau, Ralf

<b>MKT5078 - Health Care Management</b>
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<b>MKT5075 - Media Marketing</b>
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ID	MKT5075
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM
Examination time	60 minutes
Language	German

category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach