

## Marketing (T4WIW2005)

### Marketing

#### FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
T4WIW2005	2nd academic year	1	Prof. Dr. Harald Nicolai	German/English

#### FORMS OF TEACHING USED FORMS

OF TEACHING	TEACHING METHODS
Lecture, exercise, case studies	-

#### FORMS OF EXAMINATION USED

EXAMINATION PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Written exam or combined exam	See examination regulations	yes

#### WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	62	88	5

#### QUALIFICATION OBJECTIVES AND COMPETENCIES PROFESSIONAL

##### COMPETENCE

Students understand the basics of marketing and can explain marketing as market- and customer-oriented corporate management. Students understand the needs of consumers as the central point of reference for marketing and can analyze markets. They are able to develop marketing plans and strategies and implement these in concrete marketing instruments. They will also be able to explain aspects of sustainability marketing.

##### METHODOLOGICAL COMPETENCE

Students will be able to explain the main methods of market research, marketing planning and marketing strategies. In addition, they will be able to describe and use key traditional marketing instruments and online marketing tools. Students will also be able to select, test and apply appropriate methods for typical practical applications.

##### PERSONAL AND SOCIAL COMPETENCE

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##### OVERARCHING COMPETENCE

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#### LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Marketing	62	88

- Basic terms and concepts of marketing
- Markets and environment
- Marketing goals and marketing planning
- Buyer behavior and marketing research
- Marketing strategies
- Marketing instruments
- Online marketing
- Marketing organization
- Sustainability marketing

## SPECIAL FEATURES

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Working on case studies in groups is recommended.

## PREREQUISITES

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## LITERATURE

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- Backhaus, K./Voeth, M.: Industriegütermarketing: Grundlagen des Business-to-Business-Marketings, Munich: Vahlen
- Bruhn, M.: Marketing: Grundlagen für Studium und Praxis, Wiesbaden: Springer Gabler
- Homburg, Chr.: Marketingmanagement: Strategie - Instrumente - Umsetzung - Unternehmensführung, Wiesbaden: Springer Gabler
- Kotler, P. et al: Fundamentals of Marketing, Hallbergmoos: Pearson
- Kotler, P. et al: Marketing-Management: Konzepte - Instrumente - Unternehmensfallstudien, Hallbergmoos: Pearson
- Kreutzer, R.T.: Online-Marketing, Wiesbaden: Springer Fachmedien
- Kreutzer, R.T.: Praxisorientiertes Marketing: Grundlagen - Instrumente - Fallbeispiele, Wiesbaden: Springer Gabler
- Meffert, H. et al: Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente - Praxisbeispiele, Wiesbaden: Springer Gabler