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| BW07: Marketing | | | | Study Programme: | B |
| Module Type: | ECTS Credits: | Workload: | Study semester: | Module Duration: | |
| Optional compulsory | 12 | 360 | 3. and 4. or 4. and 5. or 5. and 6. | two semesters | |
| Courses (HPW=hours per week): | | | Contact hours: | Independent study: | Planned Group Size: |
| <u>Students choose individually three out of the following four courses:</u> | | | | | |
| Course 1: Consumer Behaviour and Consumer Neuroscience (2 HPW) | | | 30h | 90h | 120 |
| Course 2: Fundamentals of Strategic Marketing Management (2 HPW) | | | 30h | 90h | 120 |
| Course 3: Retail Marketing (2 HPW) | | | 30h | 90h | 120 |
| Course 4: Service Marketing and Market Research (2 HPW) | | | 30h | 90h | 120 |
| Intended Learning Outcomes (ILOs): | | | | | |
| <p>By the end of the module, students will be able to</p> <ul style="list-style-type: none"> - reproduce and differentiate central theories of consumer behaviour and individual approaches of organisational procurement behaviour as well as emphasise implications for marketing policy; - elucidate basic terms, methods and theories of consumer neuroscience; - explain connections between individual determinants of consumer behaviour and differentiate between suitable instruments of influence and justify their application; - evaluate strategic decisions in the context of a market-orientated management and make self-reliant essential decisions in the frame of a marketing concept; - describe and demarcate particularity and significant concepts and theories of strategic marketing. - differentiate essential fields of retail marketing and elucidate its functions; - analyse specific problems of retail marketing (e.g. location policy, competitions among systems und concentration of retail); - develop self-reliant marketing concepts for retail companies by the means of the (retail) business practice and evaluate critically consisting concepts; - recognise and answer specific challenges and questions of service marketing; - ask critically the conceptualisation of service processes and elucidate significant elements of the implementation and management of service processes; | | | | | |

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| - conceptualise and manage projects in market research. |
| Key competencies: |
| <ul style="list-style-type: none"> - Academic research and writing - Analytical skills - Decision-making ability - Knowledge transfer and competence development - Expressiveness (oral and written) |
| Description/Contents: |
| <p>Course 1: Consumer Behaviour and Consumer Neuroscience</p> <ol style="list-style-type: none"> 1. Marketing and buying behaviour 2. Basic types of purchasing decisions 3. Buying behaviour of individuals and organisations 4. History and theoretical background of consumer neuroscience 5. Introduction to neuroanatomical and functional fundamentals 6. Methods of consumer neuroscience 7. The most relevant theories and approaches of consumer neuroscience 8. Selected empirical results and outlook <p>Course 2: Fundamentals of Strategic Marketing Management</p> <ol style="list-style-type: none"> 1. Conceptual fundamentals and strategy levels 2. Game arena, game behaviour, rules 3. Changes in the game arena 4. Summary and outlook to newer developments <p>Course 3: Retail Marketing</p> <ol style="list-style-type: none"> 1. Meaning and conceptual fundamentals of retail marketing 2. Information foundations of retail marketing 3. Location and firm policy 4. Product-, Category-Management and ECR 5. Brand and Price management in retailing 6. Newer development in the retail marketing (E-/M-Commerce) <p>Course 4: Service Marketing and Marketing Research</p> <ol style="list-style-type: none"> 1. Institutional fundamentals and approaches of service marketing 2. Informational fundamentals of service marketing 3. Strategic aspects and concepts of service marketing 4. Operative service marketing 5. Defining of market research problems und development of a research design 6. Scaling and survey design |
| Language: |
| The language of the module is German. |
| Teaching Methods: |
| Lectures possibly with group work, self-study. |

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| Module Applicability: |
| B.Sc. Business Administration; B.Sc. Economics; B.Sc. Financial and Actuarial Mathematics; B.Sc. Business Chemistry; B.Sc. Psychology. |
| Pre-requisites/Requirements: |
| Admission to study Business Administration, Economics, Business Chemistry, Financial and Actuarial Mathematics or Psychology for a Bachelor's degree. Previous participation with successful conclusion of BB05 is recommended. |
| Examination Types: |
| Comprehensive examination in the form of a written exam at the end of the semester in which questions have to be answered from <i>3 out of the 4 offered courses</i> (120 min). |
| Requirements for Award of Credit Points: |
| Successful participation in the exam. The exam will be passed if the grade is at least „sufficient“ (4,0). |
| Availability: |
| <i>Consumer Behaviour and Consumer Neuroscience as well as Retail Marketing</i> will be offered generally each winter term. <i>Service Marketing and Market Research as well as Fundamentals of Strategic Marketing Management</i> will be offered generally each summer term. |
| Assessment: |
| This course will be graded and is part of the calculation for the overall grade of your bachelor degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations. |
| Person Responsible and Main Lecturer: |
| Prof. Dr. Peter Kenning and teaching/research assistants of the chair. |
| Further Information: |
| Further information can be found at the website of the person responsible. It is possible to write a project work during this module (BQ06, BQ07, BQ09, BQV03, BQV04, BQV10). |

Stand: 30.01.2024