

MW05: Marketing				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study semester:	Module Duration:	
Optional compulsory	16	480	1. and 2. or 2. and 3. or 3. and 4.	two semesters	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned Group Size:
<u>Students choose individually four out of the following five courses:</u> Course 1: Customer Relationship Management (2 HPW) Course 2: Marketing of Technological and Investment Goods (2 HPW) Course 3: Marketing Research and Consumer Neuroscience (2 HPW) Course 4: Marketing and Consumer Policy (2 HPW) Course 5: Marketing of Innovations (2 HPW)			Each course 30h, four courses by choice = 120h	Each course 90h, four courses by choice = 360h	80 each course
Intended Learning Outcomes (ILOs):					
By the end of the module, students will be able to <ul style="list-style-type: none"> - name significant terms, theories, systematics, phenomena and methods in the field of Customer Relationship Management, Marketing of Technological and Investment Goods, Marketing Research and Consumer Neuroscience, Marketing and Consumer Policy, and Marketing of Innovations as well as possibly apply and discuss them; - refer to large methodical and theoretical knowledge according to the model of a generally-oriented marketing managers to apply it to occupational context and be scientifically applicable. 					
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) - Communication skills - Willingness to engage in dialogue 					
Description/Contents:					
Course 1: Customer Relationship Management <ol style="list-style-type: none"> 1. Fundamentals of relationship marketing 2. Theoretical fundamentals of relationship marketing 3. Conceptualisation of relationship marketing 4. Relationship marketing in the digital context 5. Current results of CRM research 					

6. Recent approaches in the context of CRM research: Consumer neuroscience
7. Important results of consumer neuroscience in the context of CRM

Course 2: Marketing of Technological and Investment Goods

1. Characteristics of marketing of technological and investment goods
2. Fundamental elements of marketing conception
3. Situation analysis of industrial good markets
4. Industrial market strategies
5. Business types specific marketing
6. Implementation of industrial marketing

Course 3: Marketing Research and Consumer Neuroscience

1. Introduction to marketing research
2. Theories of marketing research
3. Methods of marketing research
4. Recent approaches of marketing research
5. Methods and results of consumer neuroscience in the context of marketing research
6. Summary and outlook

Course 4: Marketing and Consumer Policy

1. Introduction to marketing and consumer policy
2. Framework of consumer policy research and consumer science
3. Recent approaches of consumer policy research and consumer science
4. Instruments and institutions of public consumer policy
5. Outlook into areas of needs connected with Marketing and Consumer Policy

Course 5: Marketing of Innovations

1. Principles and characteristics of the innovation management process
2. Differentiation and assessment of types of innovation
3. Derivation of innovation strategies at product level and company level
4. Specification and optimization of innovation portfolios of companies
5. Development and launch of differentiated products
6. Analysis of the innovative capacity and performance of companies

Language:

The language of the module is German.

Teaching Methods:

Lectures, group work, self-study, possibly additional expert lectures.

Module Applicability:

M.Sc. Business Administration; M. Sc. Economics; M.Sc. Business Chemistry; M.A. Art Mediation and Cultural Management.

Pre-requisites/Requirements:

Admission to study Business Administration, Economics, Business Chemistry or Art Mediation and Cultural Management for a Master's degree. Recommended is a profound knowledge of marketing understanding, concepts and actions. Concerning course 3 the participants should

have knowledge in descriptive statistics. Expertise can be gained by a project work (MQ04, MQ05, MQV01). The courses can be attended in various order.

Examination Types:

Comprehensive examination in the form of a written exam at the end of each semester (120 min). Students may choose 4 of the 5 courses.

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:

Course 1 will be offered generally each winter semester, courses 2-4 will be offered in the summer semester. Course 5 will be offered as a block course each winter semester.

Assessment:

This course will be graded and is part of the calculation for the overall grade of your master 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.

Further Information:

Further information can be found at the website of the person responsible for Business Administration, in particular Marketing. It is possible to write a project work during this module (MQ04, MQ05 or MQV01).

State: 12.01.2018