

<b>MW36: Marketing Management and Digital Transformation</b>				Studiengang:	M
<b>Module Type:</b>	<b>ECTS Credits:</b>	<b>Workload:</b>	<b>Study semester:</b>	<b>Module Duration:</b>	
Optional compulsory	8	240	1. or 3.	one semester	
<b>Courses (HPW=hours per week):</b>			<b>Contact hours:</b>	<b>Independent study:</b>	<b>Planned group size:</b>
<p><b><u>Students choose two out of the following courses individually:</u></b></p> <p>Course 1: Customer Relationship Management (2 HPW)  Course 2: Innovation Marketing and –management (2 HPW)  Course 3: Digital transformation and its customer orientated presentation (2 HPW)</p>			Per course 30h, two chosen courses = 60h	Per course 90h, two chosen courses = 180h	100 per course
<b>Intended Learning Outcomes (ILOs):</b>					
<p>By the end of the module students will have the ability to,</p> <ul style="list-style-type: none"> <li>- name, discuss and implement the most significant terms, theories and systematics, phenomena and methods related to each course</li> <li>- to access a wide methodic knowledge related to the concept of the “Generalistic Marketing Manager”, and not only to apply these in an operative context but also to connect scientifically</li> </ul>					
<b>Key competences:</b>					
<ul style="list-style-type: none"> <li>- Academic research</li> <li>- Analytical skills</li> <li>- Decision-making skills</li> <li>- Ability to transfer knowledge</li> <li>- Oral and written phrasing skills</li> <li>- Communication skills</li> <li>- Willingness to engage in discussions</li> </ul>					
<b>Description/Contents:</b>					
<p><b>Course 1: Customer Relationship Management</b></p> <ol style="list-style-type: none"> <li>1. Basic concepts of Relationship Marketing</li> <li>2. Theoretical fundamentals of Relationship Marketing</li> <li>3. Conceptual design of Relationship Marketing</li> <li>4. Relationship Marketing in digital context</li> <li>5. Results and methods of CRM-research</li> <li>6. Significant results of Consumer Neuroscience in the context of CRM</li> </ol>					

**Course 2: Innovation Marketing and -management**

1. Basic concepts and particularities of innovation management processes
2. Differentiation and evaluation of innovation styles
3. Deviation of innovation strategies on product and enterprise level
4. Characterization and improvement of a company's innovation portfolio
5. Development and market launch of differentiated products
6. Analysis of the company's innovation ability and performance

**Course 3: Digital transformation and its customer orientated presentation**

1. Meaning and strategic challenges of digital transformation
2. Basic concept of customer orientated digital transformation
3. Success factors of implementation
4. Digital concepts of product and price policy
5. Digital concepts of distribution policy
6. Digital concepts of communication policy

**Language:**

Course language is German.

**Teaching methods:**

Lectures, group work, self-study, block course, possible 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 for attending:**

Admission to study M.Sc. Business Administration, Economics, Business Chemistry and M.A. Mediation and Cultural Management. A profound knowledge of marketing understanding, and activities is recommended.

**Types of examination:**

A final written module exam (90 minutes) takes places at the end of the winter semester. The students may choose 2 of the 3 courses.

**Requirements for Award of Credit Points:**

Successful participation in the exam. If the grade is at least "sufficient" (4,0), the exam is successfully passed.

**Frequency of the offer:**

The courses of the module MW36 will generally be offered during the winter semester.

**Assessment:**

This course will be graded and is part of the calculation for the overall grade of your Master degree. Detailed information concerning the calculation of the overall grade can be found in the respective examination regulations.

<b>Responsible person and main lecturer:</b>
Prof. Dr. Peter Kenning, research assistants and teaching assistants.
<b>Further information:</b>
Further information can be found on the website of the person responsible for Business Administration, in particular Marketing. It is possible to write a project work in line with this module (MQ04, MQ05, MQV01).

State: 20.01.2022