

<b>MW37: Advanced Marketing Research and Management</b>				<b>Study Programme:</b>	M
<b>Module Type:</b>	<b>ECTS Credits:</b>	<b>Workload:</b>	<b>Study semester:</b>	<b>Module Duration:</b>	
Optional compulsory	8	240	2. or 4.	one semester	
<b>Courses (HPW=hours per week):</b>			<b>Contact hours:</b>	<b>Independent study:</b>	<b>Planned group Size:</b>
<u><b>Students choose two out of the following courses individually:</b></u> Course 1: Business-to-Business Marketing (2 HPW) Course 2: Marketing Research and Consumer Neuroscience (2 HPW) Course 3: Marketing and Consumer Policy (2 HPW)			Per course 30h, two chosen courses = 60h	Per course 90h, two chosen courses = 180h	100 each course
<b>Intended Learning Outcomes (ILOs):</b>					
By the end of the module students will have the ability to, <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>					
<b>Course 1: Business-to-Business Marketing</b> 1. Basic concepts and features of Business-to-Business Marketing 2. Basic elements of marketing conception 3. Situation analysis of industrial markets 4. Industrial goods marketing strategies 5. Business type specific marketing					

**Course 2: 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

**Course 3: Marketing and Consumer Policy**

1. Introduction and base of marketing and consumer policy
2. Basic concept of evidence-based consumer policy: Basic conditions of consumer science
3. Consumer policy institutions
4. Corporate Political Marketing, consumer policy instruments and innovative approaches in consumer science
5. Insight into relevant areas of demand in the context of marketing and consumer 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, M.Sc. Economics, M.Sc. Business Chemistry, M.A. Art Mediation and Cultural Management. A profound knowledge of marketing understanding, and activities is recommended. For course 2 the participants should have substantial knowledge of descriptive statistics and if possible, explicative analysis proficiency. This knowledge can be gained in line with the project work at the chair of Business Administration, in particular Marketing (MQ04, MQ05, MQV01). These courses can be taken in any order.

**Types of examination:**

A final written module exam (90 minutes) takes places at the end of the summer 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 MW37 will generally be offered during the summer 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.

**Responsible person and main lecturer:**

Prof. Dr. Peter Kenning, research assistants and teaching assistants

**Further Information:**

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