

Syllabus
MCO2052E Fundamentals of Marketing
Prof. Dr. Michael Paetsch, PhD (CPU)
Summer Semester 2024

Level	Bachelor	
Credits	5 ECTS	
Student Contact Hours	4 (45 minutes)	
Workload	150 hours, 45 hours within class and 105 hours for self-study	
Prerequisites	none	
Time	(A) see LSF / (B) see LSF	
Room	(A) see LSF / (B) see LSF	
Start Date	(A) see LSF / (B) see LSF	
Lecturer	Name	Prof. Dr. Michael Paetsch, Ph.D.
	Office	W2.3.13
	Virtual Office	Link will be sent by e-mail
	Colloquium	see LSF
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Summary

The course will provide the students with a comprehensive understanding of the concepts and principles of Marketing and its applications. The course will give a comprehensive overview into the key areas of Marketing. The course will be held in English.

After the course, you will be capable of...

- reproducing core theories, explaining the market behaviour by consumers, business organizations and competition,
- recognize, translate and apply the foundations of strategic marketing management as well as
- naming, rephrasing and employing the instrumental elements of the marketing mix and at least,
- differentiating their use by putting together strategic and instrumental marketing elements against the background of specific business cases in order to appraise and argue marketing management decisions

Course content

- Marketing and the marketing process
- Consumer needs as the source of marketing management
- Theoretical foundations of marketing management and marketing strategy
- Creating the marketing mix
- Implementing the marketing mix

Outline of the Course

1. The Marketing Concept
2. Consumer Buying Behavior
3. Internal and External Analysis – the Market Environment
4. Market Segmentation, Targeting and Positioning
5. Marketing Objectives and Marketing Strategy
6. Marketing Mix
 - 6.1. Product
 - 6.2. Branding
 - 6.3. Price
 - 6.4. Promotion
 - 6.5. Place
7. Marketing Plan and Implementation

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam 100% Individual
1 Expert Knowledge		
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	... to demonstrate Knowledge in Marketing, except International Marketing and Marketing Research and to conduct exercises and case studies to apply frameworks.	x
2 Digital Skills		
2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	...to understand the great emphasis to the digital aspects of how global industries transform.	x
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to identify problem statement (e.g. customer segmentation) and application of framework/methodology (e.g. segmentation criteria) to solve the problem.	x
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to discuss problems/ challenges, its causes / consequences and benefits / risks of certain measures (e.g. Intel case study).	x
4 Ethical Awareness		
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to cover ethical issues (e.g. obesity at McDonalds, corruption in China at PESEL).	x
5 Communication and Collaboration Skills		
5.1 ...to express complex issues effectively in writing.	... to develop of written case study solution (group work)	x
5.2 ...to demonstrate their oral communication skills in presentations.	... to present case study solution.	x
5.3 ...to work successfully in a team by performing practical tasks.	... to conduct group work to solve case study.	x
6 Internationalization		
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	... to conduct group work in "multi-national" teams - Case discussion with international focus.	x

Teaching and Learning Approach

- The professor will make a presentation for each of the key topics to provide the theoretical basis (based on the script)
- Practical exercises will be used to apply the theoretical frameworks and tools
- Case studies will be solved and discussed to understand practical situations
- Group works will be conducted to leverage the knowledge and the diverse backgrounds of the students in class
- Videos will be used to further illustrate key concepts

Literature and Course Materials

The set text is:

Jobber, D./ Fahy, J. (2015): Foundations of Marketing, McGraw-Hill Higher Education, 5th edition. ISBN-13: 978-0077167950

The book is a reasonable size (below 400 pages), and the course follows its structure. Please make sure you get the book – it is also available in the library – and use the chapters along our course. There is a list of required reading from this book later on in this syllabus.

For supplementary reading, the following books are recommended (also available in the library):

Kotler, P./Keller, K.L. (2015): Marketing Management, Pearson, 15th edition, Global Edition. ISBN-13: 978-1292092621

Jobber, D./Ellis-Chadwick, F. (2016): Principles and Practice of Marketing, McGraw-Hill Higher Education, 8th edition. ISBN-13: 978-0077174149

Assessment

The assessment of the course will be based on a final exam at the end of the semester. Duration of the exam will be 60 minutes. Students have the opportunity to improve their results through active participation in solving the case studies:

Case study solutions/presentations (might account for 30% of the grade)

In the second week of class, teams of 5 people (not more!) will be formed which will remain together during the whole term. During the course of the class there will be various cases and exercises, which will be discussed in group breakouts and then the solution will be presented by a volunteering team (or randomly selected team) to the whole class. The students should draw their solution during the breakout on paper. Each group has to hand in their solution to the professor at the end of the class (please put the names of all members present on that day on it!!!). A minimum of 7 solutions is needed (for each student) to qualify for the grading (out of the 10 exercises/cases being discussed). If more than 7 are handed in, the professor will select the best 7 ones. A combined grade will be formed by all the solutions handed in (one grade per group). In case the grade will be better than the exam grade, it will be taken into consideration by the professor and will account for 30% of the grade. The exam needs to be passed with a minimum 4.0, otherwise the class is failed.

The exam will be then 70% of the grade.

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)

Additional Information

Topics, cases and readings in text book

No.	Topic	Cases	Readings in- Jobber/Fahy
1	Introduction 1. Marketing Concept 2. Consumer buying behaviour		Chapter 1 and 3
2	3. Internal and External Analysis	Exercises: PESTEL for the Chinese car market	Chapter 2
3	3. Internal and External Analysis	Exercises: Porter's Five Forces for the Oil Industry	
4	4. Marketing Objectives and Marketing Strategy	Case: Red Bull	Chapter 5
5	5. Market segmentation, targeting and positioning	Exercise:•Gym	Chapter 5
6	6.1.Branding		Chapter 6/7
7	6.1. Branding	Case: McDonalds	Chapter 6/7
8	6.2. Product	Case: Carlsberg	Chapter 6/7
9	6.3. Pricing	Case: Jelly Bean	Chapter 8
10	6.4. Promotion	Case: Cadbury	Chapter 10,11 and 12
11	6.5. Place	Case: Fast fashion	Chapter 9

You need to read all cases before coming into class. There will be no time to read them in class, but the breakouts and team discussions will start right away. If I observe unprepared students during class, I will take measures. Please note, that all cases are available on the elearning platform at the beginning of the semester. In addition, this syllabus and the script are available as well.