

## **MCO2051 Fundamentals of Marketing in SS 2020 -- Bachelor level --**

**Weekly hours:** 4 (each 45 minutes)

**ECTS-Credits:** 5

**Workload:** 150 hours, 60 hours within class and 90 hours for self-study

**Time & Room:** [see LSF](#)

**Level:** Introductory level

**Prerequisites:** None

### **A) Aim of the course**

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.

### **B) Key outcomes of the course**

#### **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

### **C) 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

### **D) Teaching and learning methods**

- 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

**E) Course contributions to bachelor programs' common learning goals:**

<b>Learning Objective / Outcome</b>	<b>Contributions to learning objectives</b>	<b>Assessment</b>
<b>Expert knowledge</b> 1.1 Students demonstrate that they have basic knowledge in Business Administration. 1.2 Students demonstrate their distinguished and sound competencies in Economics. 1.3 Students have command of legal methodology for case solutions on basis of claims. 1.4 Students are able to solve business problems by applying quantitative methods.	Knowledge in Marketing (see 8)  X  X  X  .	Written exam, case study preparation/ presentation, discussion in class
<b>Use of information technology</b> 2.1 Students demonstrate proficiency in using computer programs to solve business problems. 2.2 Students are able to use information systems effectively in real world business settings.	X	X
<b>Critical thinking and analytical competence</b> 3. Students are able to apply analytical and critical thinking skills to complex problems.	- Identification of problem statement (e.g. customer segmentation) and application of framework/methodology (e.g. segmentation criteria) to solve the problem  - Critical discussion of problems/ challenges, its causes / consequences and benefits / risks of certain measures (e.g. Intel case study).	Written exam, case study preparation/ presentation, discussion in class  Written exam, case study preparation/ presentation, discussion in class
<b>Ethical awareness</b> 4. Students are able to develop business ethics strategies and apply them to typical business decision-making problems.	- Coverage of ethical issues (e.g. obesity at McDonalds, corruption in China at PESEL)	Case study preparation/ presentation, discussion in class
<b>Communication Skills</b> 5.1 Students are able to express complex problems effectively in writing. 5.2 Students demonstrate their oral communication skills in presentations.	- Development of written case study solution (group work)  - Presentation of case study solution	Written exam, case study evaluation  Written exam, case study presentation
<b>Capacity for teamwork</b> 6. Students show that they are able to work successfully in teams by performing practical tasks.	- Conduction of group work to solve case study	Written exam, case study preparation/ presentation

<p><b>Expert knowledge and cross-cultural skills</b></p> <p>8.1 Expert knowledge in Strategic Marketing, Operative Marketing, Marketing Methods (Market Research, Segmentation/ Positioning etc.), Selected aspects of Marketing (Consumer Behavior, Service Marketing, etc.) and International Marketing)</p> <p>8.2. Secure and competent application of methods and instruments (in above mentioned areas)</p> <p>8.3. Interpretation and critical reflection as well as development of alternatives (in above mentioned areas)</p> <p>8.4. Perception and sensitive reflection of own and foreign culture – as well as its stereotypes – and identification of alternatives when facing cultural problems</p>	<p>- Knowledge of all above mentioned areas, except International Marketing and Marketing Research</p> <p>- Conduction of exercises and case studies to apply frameworks</p> <p>- Conduction of exercises and case studies to apply frameworks</p> <p>- Conduction of group work in “multi-national” teams</p> <p>- Case discussion with international focus</p> <p>.</p>	<p>Written exam</p> <p>Written exam, case study preparation/ presentation, discussion in class</p> <p>Written exam, case study preparation/ presentation, discussion in class</p> <p>Case study preparation/ presentation, discussion in class</p>
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## F) Structure of the lecture

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

## G) Literature

### The set text is:

- Jobber, D./ Fahy, J. (2015): Foundations of Marketing, McGraw-Hill Higher Education, 5<sup>th</sup> 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

## H) Topics, cases and readings in text book

No.	Tuesday lecture	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	<b>Case: Red Bull</b>	Chapter 5
5		5. Market segmentation, targeting and positioning	Exercise: • Gym	Chapter 5
6		6.1. Branding		Chapter 6/7
7		6.1. Branding	<b>Case: McDonalds</b>	Chapter 6/7
8		6.2. Product	<b>Case: Carlsberg</b>	Chapter 6/7
9		6.3. Pricing	<b>Case: Jelly Bean</b>	Chapter 8
10		6.4. Promotion	<b>Case: Cadbury</b>	Chapter 10, 11 and 12
11		6.5. Place	<b>Case: Fast fashion</b>	Chapter 9
12		7. Marketing plan and implementation	Exercise: • Beer garden	
13		Wrap-up and questions		
14		Back-up Session		

## I) Essential pre-reading

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.

## J) Course 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 90 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.**

**K) Lecturer, Contact details and assistance**

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Colloquium: see [LSF](#)