

Syllabus
MKT 5201 Foundations in Marketing
 Prof. Dr. Nadine Walter
 Winter Semester 2023/24

Level	Master	
Credits	5 ECTS	
Student Contact Hours	4 hours (45 minutes)	
Workload	150 hours, thereof contact time 60 hours (4 hours per week x 15) and self-study time 90 hours	
Prerequisites	none	
Time	blocked	
Room	MBA classroom	
Start Date	First lecture: 19 October 2023	
Lecturer(s)	Name	Prof. Dr. Nadine Walter
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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 an overview of the key areas of Marketing.

Outline of the Course

- 1. The Marketing Concept**
- 2. Consumer buying behaviour**
- 3. Internal and external analysis – the Market environment**
- 4. Market segmentation, targeting and positioning**
- 5. Marketing Objectives and Marketing Strategy**
- 6. The Marketing mix**
 - 6.1. Branding**
 - 6.2. Product**
(Product concepts, service concepts, product portfolio, product life cycle, new product development)
 - 6.3. Price**
(Pricing, cost, competitor and marketing-orientated methods)
 - 6.4. Promotion**
(Communications mix, advertising, selling, PR, direct marketing, objectives, media strategy, online)
 - 6.5. Place**
(Channels, retailing, distribution)
- 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 Methods		
After completion of the program the students will be able...		After completion of the course the students will be able...	Written Exam	Project Work	Presentation
			50%	20%	30%
			Individual	Collective	Collective
1 Responsible Leadership in Organizational Contexts					
1.1	... to know and explain important leadership principles.				
1.2	... to apply leadership concepts to an organizational context or a specific case.				
1.3	... to critically reflect on leadership concepts in a certain organizational context or in a specific case.				
1.4	... to act responsibly from a scientific self-understanding and to act professionally.				
2 Creative Problem Solving Skills in a Complex Business Environment					
2.1	... to identify & classify problems.	... to identify and classify problems in all fields of marketing (environmental analysis, consumer behaviour, segmentation and targeting, marketing strategy, marketing mix, implementation).	X	X	X
2.2	... to analyze problems.	... to analyze problems in all fields of marketing (environmental analysis, consumer behaviour, segmentation and targeting, marketing strategy, marketing mix, implementation)	X	X	X
2.3	... to creatively solve problems.	... to creatively solve problems in all fields of marketing (environmental analysis, consumer behaviour, segmentation and targeting, marketing strategy, marketing mix, implementation)	X	X	X
2.4	... to explain problems and their solutions in a comprehensive manner.	... to explain problems and their solutions in all fields of marketing (environmental analysis, consumer behaviour, segmentation and targeting, marketing strategy, marketing mix, implementation)	X	X	X
3 Applied research skills					
3.1	... to know the research and analysis methods important in his/her field of study.	... to know and understand key theoretical frameworks	X		
3.2	... to appropriately apply the research and analysis methods.	... to apply theoretical frameworks to exercises/ cases and to an imaginary start-up.		X	X
3.3	... to obtain innovative results using relevant research methods.	... to develop innovative solutions by applying the relevant frameworks			X
4 Innovation management and management of digital transformation					
4.1	... to have fundamental knowledge of operational innovation processes and of processes of digital transformation.	... to have fundamental knowledge about digital marketing tools and their applications.	X	X	X
4.2	... to assess a company's innovation potential and its needs/opportunities with respect to digital transformation.				
4.3	... to develop complex technological strategies and strategies for managing digital transformation.				
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities					
5.1	... to have a sound basic knowledge of sustainability issues.	... to know key issues in sustainability marketing.	X		
5.2	... to identify and analyze sustainability issues and their causes.	... to develop solutions for sustainability challenges in the field of marketing.		X	
5.3	... to develop sustainability strategies.				

Teaching and Learning Approach

- The course lecturer will make a presentation for each of the key topics to provide the theoretical basis
- 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.g. advertising)

You need to read the three cases (Red Bull, Primark, Vans) before they are discussed in class! There will be no time in class to read the case. Please note, that all cases are available on Moodle. All case (except Red Bull) are also available in the book (Fahy/Jobber 2022).

Literature and Course Materials

The set textbook for the class is:

Jobber, D./ Fahy, J. (2022): Foundations of Marketing, McGraw-Hill Higher Education, 7th edition. ISBN-13: 978-1526849007

The book is a reasonable size and the course follows its structure. Please make sure you get the book – it is also available in the library and read the chapters along our course. There is a list of required reading from this book later on in this syllabus. You can also use the previous edition (6th), it is not significantly different from the 7th.

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

- Kotler, P./Keller, K.L./Chernev (2021): Marketing Management, Pearson, 16th edition, Global Edition. ISBN-13: 978-1292404813
- Jobber, D./Ellis-Chadwick, F. (2019): Principles and Practice of Marketing, McGraw-Hill Higher Education, 9th edition. ISBN-13: 978-1526847232. Available as eBook in the library

Assessment

The assessment of the course will be based on presentations (of case study solutions), a marketing plan and of a written exam at the end of the seminar.

a) Presentations of the cases and exercises (20% of the grade)

On the first day of class, the students should form teams of ideally 3-4 people. These teams will remain together during the whole seminar. During the course of the class there will be various cases and exercises (ten in total), which will be discussed in group breakouts and then the solution will be presented by a selected team to the whole class. Each group has to hand in their written solution to the professor and all exercises/cases will be graded (group grade). Alternatively, the professor might ask the students to do the cases/exercises at home and to hand in an individual solution (individual grade).

b) Marketing plan (30% of the grade)

In the formed teams (see above), students should develop a marketing plan. This plan will be presented (power point format) **at the end of the course in January**. The marketing plan should be for a start-up company that doesn't exist yet – it has to be an end-consumer oriented product/service. I encourage you to discuss and find within your group a new product idea. Be creative! Please discuss with the professor your ideas and get her input which one would be suitable before you start. The marketing plan should consist of the following chapters

- Executive Summary (short; not to be presented but to contain a summary of the whole presentation)
- External analysis (only the parts which are needed; please prioritize)
- Customer segmentation and targeting (detailed)
- Marketing objectives (short)
- Marketing mix (detailed)

The sources for data should be mainly based on secondary research, such as articles, published reports, etc. However, if you see that you are lacking an essential part of information, it might

be advisable to conduct primary research (e.g. questionnaire, focus group). Please discuss with the professor!

You have to work in teams independently. However, you can always ask advice or show work in progress to the professor – this will only improve your work. I strongly recommend that you start with the preparation of the presentation already end of October! On the progress meeting on 7 December you need to have a good draft.

A good marketing plan presentation has the following elements:

- A catchy introduction
- A product description in the beginning so that everybody in the audience knows the product
- The layout/design is consistent with the product
- Major points are backed with data and facts from secondary research
- Primary research is used to back the marketing plan
- There is a consistent story that makes sense and the parts of the plan are inter-linked (e.g. the marketing mix is based on the segments targeted; threats identified in the external analysis are being discussed in the marketing mix to overcome them)
- Promotion (=Communications) is detailed with one or two instruments (e.g. design of print advertising or detailed social media content in a campaign)
- The design/layout of the presentation reflects the brand iconography

The marketing plan should be developed in a power point format and should not exceed 20 pages. It needs to be handed in latest on 31st January (day of the presentation). All teams must be ready and prepare to present. You will have 30 minutes for the presentation. All group members must present. All content will be checked regarding plagiarism. Be aware that plagiarism, in the form of copying from unattributed sources or from other students, will result in rigid penalties including failure. Please write on the title page the title of the report, the names of all group members and the student number of all group members. Please hand in a written print-out of the presentations to the professor on the day of presentation.

c) Exam (50% of the grade)

An exam will be held the end of the course. Duration of the exam will be 90 minutes. The exam needs to be passed (minimum 4.0), otherwise the course is failed. All content covered in class (lecture, lecture script, case studies, exercise, chapters read in the book etc.) will be relevant for the exam. The exam is on **20 December at 13.45pm**.

Schedule

The class is blocked. These are the days of class:

- Week 1: 19 October 15:30-20:30 and 20 October 15:30-20:30 (Wed and Thur)
- Week 2: 24 October 15:30-20:30 and 26 October 15:30-20:30 (Tue and Thur)
- Week 3: 30 October 13:45-18:45 and 2 November 15:30-20:30 (Mon and Thur)

On 7 December we have scheduled class between 11:30 until 17:00 to discuss the progress of the Marketing plan (I will have individual team meetings, so each team will get a time slot beforehand).

The same will be done on 10 January from 11.30 until 18.45.

On 31 January will be the presentations of the Marketing plan for all groups (13.45-20.30).

Date	Time	Topic	Cases and exercises	Readings in Jobber/Fahy
19 Oct	15.30-17.00 17.15-18.45	Introduction 1. Marketing Concept 2. Consumer buying behaviour		Chapter 1 Chapter 3
19 Oct	19.00-20.30	3. Internal and External Analysis	Exercises: • PESTEL (in class)	Chapter 2/12

Date	Time	Topic	Cases and exercises	Readings in Jobber/Fahy
			• Porter's Five Forces (at home)	
20 Oct	15.30-17.00 17.15-18.45	4. Market segmentation, targeting and positioning	Exercise: Gym (in class)	Chapter 5
20 Oct	19.00-20.30	5. Marketing Objectives and Marketing Strategy		Chapter 12
24 Oct	15.30-17.00 17.15-18.45	6.1. Branding	Case: Red Bull (in class)	Chapter 6/7
24 Oct	19.00-20.30	6.2. Product	Case: Patek Philippe (at home)	Chapter 6/7
26 Oct	15.30-17.00	6.4. Pricing	Case: Primark (in class)	Chapter 8
26 Oct	17.15-18.45 19.00-20.30	6.3. Promotion	Case: TikTok	Chapter 10,11
30 Oct	13.45-15.15 15.30-17.00	6.5. Place	Case: Vans (in class)	Chapter 9
30 Oct	17.15-18.45	7. Implementation Excursus	Exercise: Beergarden (in class)	
2 Nov	15.30-17.00 17.15- 18.45 19.00-20.30	Meetings with student groups: (individual meetings)		
7 Dec	11.30-13.00 13.45-15.15 15.30-17.00	Meetings with student groups: (individual meetings)		
20 Dec	13.45-15.15	Exam		
10 Jan	11.30-13.00 13.45-15.15 15.30-17.00 17.15-18.45	Meetings with student groups: (individual meetings)		
Jan 31	13.45-15.15 15.30-17.00 17.15-18.45 19.00-20.30	Final presentations		

Academic Integrity and Student Responsibility (optional)

Course assessment is partly based on group work. This requires that each individual contributes equally. If individual students are not participating sufficiently, the team is required to report this to the professor. Then, the work can be split into parts and each team member will get an individual grade for his/her part. Also, team members can be suspended from the course in case of misconduct.

Lecturer

Nadine Walter holds a Master degree in Business Administration from the University of Mannheim, Germany, a MBA from the University of Massachusetts at Dartmouth in the United States and a Ph.D. in Marketing from the University of Hamburg, Germany. Since 2008, she is a professor of International Marketing at Pforzheim University. Before that, she worked for 6 years as a management consultant at McKinsey & Company.