



MODULE HANDBOOK SPO2019

COURSE OF STUDY FOCUS

**BW/
MARKETING**
B. Sc.

Status: July 2023

TABLE OF CONTENTS

LIST OF ABBREVIATIONS	2
ALIGNMENT MATRIX FOR TEACHING THE COMPETENCE GOALS ACCORDING TO KMK – „MARKETING“	3
SECOND STAGE OF STUDY - MODULES SPECIFIC TO THE COURSE OF STUDY	4
<i>MKT1100: Introduction to Marketing</i>	4
<i>MKT2050: Marketing Information Management</i>	6
<i>MKT2160: Customer Management I</i>	9
<i>MKT2210: Product and Delivery Management</i>	12
<i>MKT2070: Brand Management</i>	15
<i>MKT3200: Electives: Spec. Marketing Issues</i>	18
<i>MKT3310: Project Management</i>	21
<i>MKT4120: Customer Management II and Controlling</i>	23
<i>LAW4100: Law</i>	26

List of abbreviations

CR	Credits according to the ECTS system
PLH	Examination based on essay
PLK	Examination based on written exam
PLL	Examination based on laboratory work
PLM	Examination based on oral exam
PLP	Examination based on project work
PLR	Examination based on presentation
PLS	Examination based on student research project
PLT	Examination based on written thesis
PVL	Prerequisite examination
PVL-BVP	Prerequisite examination for bachelor interim overall exam
PVL-BP	Prerequisite examination for final bachelor graduation
PVL-MP	Prerequisite examination for final master graduation
PVL-PLT	Prerequisite examination for registration for bachelor thesis
SWS	Contact hours per week
UPL	Non-graded examination (pass/fail only)
WPF	elective subject

Alignment matrix for teaching the competence goals according to KMK – „Marketing“

Module	Knowledge and Understanding			Knowledge Application and Generation Skills		Communication and Collaboration Skills	Academic Integrity and Professionalism
	Knowledge Broadening	Knowledge Deepening	Knowledge Comprehension	Application and Transfer	Scientific Innovation		
MKT1100	x	x				x	
MKT2050	x	x	x	x		x	x
MKT2160	x	x	x	x		x	x
MKT2210	x	x	x	x		x	
MKT2070	x	x	x	x		x	x
MKT3200	x	x	x	x		x	x
MKT3310	x	x	x	x	x	x	x
MKT4120	x	x	x	x		x	x
LAW4100	x	x	x	x		x	x

Second stage of study - modules specific to the course of study

MKT1100: Introduction to Marketing

Introduction to marketing	
Module ID	MKT1100
Semester	2
Credits	5
SWS	4
Frequency	Every summer semester
Associated courses	MKT1102 - Theoretical approaches and basics of Marketing (4 SWS, 5 Credits)
Prerequisites	None
Assessment Methods and duration	PLK - 60 minutes
Requirements for granting of credits	Passing the examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Forster, Anja
Lecturer	Forster, Anja
Subject area / course of study	Marketing
Pedagogical Approach	Lecture with exercises
Applicability in other modules/courses of study	--
Objectives	<p>After successful completion of the event ...:</p> <ul style="list-style-type: none"> • students have an understanding of the different perspectives of marketing and their respective theoretical basis as well as the development of the concept of marketing in the context of economic and social change processes. • students have an understanding of the basic terms and concepts of marketing. • students know the tasks, goals and success variables of marketing. • students will be able to outline the basic principles, strategic options and instruments of marketing management. • students will be able to describe the marketing management process and the content of marketing plans and respond to ethical challenges and issues associated with marketing. <p>The module primarily serves to broaden and deepen knowledge.</p>

Content	<p>The course provides a basic introduction to the thinking of marketing and marketing management and covers key content such as:</p> <ul style="list-style-type: none"> • Theoretical and conceptual basics of marketing • Management process in marketing • Situation analysis in marketing (internal and external analysis) • Contents and instruments of strategic marketing planning • Strategic options (alternative marketing strategies) • Contents and instruments of operational marketing planning • Aspects of value-based marketing
Relation to other modules	This module forms the basis for understanding the more advanced courses in Marketing.
Workload	In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and post-processing, independent literature study, processing of exercise cases and exam preparation.
Literature	<ul style="list-style-type: none"> • Becker: Marketing-Konzeption. Grundlagen des zielstrategischen und operativen Marketing Management. Vahlen Verlag: München. • Bruhn: Marketing. Grundlagen für Studium und Praxis. Gabler Verlag: Wiesbaden. • Homburg/Krohmer: Grundlagen des Marketingmanagement. Gabler Verlag: Wiesbaden. • Kotler/Keller/Bliemel: Marketing-Management - Strategien für wertschaffendes Handeln, Pearson Studium: München et al. • Kuß/Tomczak/Reinecke: Marketingplanung. Einführung in die marktorientierte Unternehmens- und Geschäftsfeldplanung. Gabler Verlag: Wiesbaden. • McDonald/Wilson: Marketing Plans – How to prepare them, how to use them. John Wiley & Sons Verlag. • Meffert/Burmann/Kirchgeorg: Marketing. Grundlagen marktorientierter Unternehmensführung - Konzepte, Instrumente, Praxisbeispiele. Gabler Verlag: Wiesbaden • Walsh/Deseniss/Kilian: Marketing – Eine Einführung auf der Grundlage von Case Studies. Springer/Gabler: Wiesbaden <p>most recent edition</p>
Additional Remarks	--
Keywords	marketing basics, Brand Marketing, strategy marketing, planning instruments, marketing mix, value-based marketing, marketing theory
Last edited	May 2021

MKT2050: Marketing Information Management

Marketing Information Management	
Module ID	MKT2050
Semester	3
Credits	7
SWS	4
Frequency	Every winter semester
Associated courses	<ul style="list-style-type: none"> • MKT2111 - Fundamentals of Marketing Information Management (4 Credits/2 SWS) • MKT2051 - Advanced Marketing Information Management (CMM) (3 Credits/2 SWS)
Prerequisites	<p>See participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ_Prüfungsfragen</p>
Assessment Methods and duration	<ul style="list-style-type: none"> • MKT2111 - Fundamentals of Marketing Information Management: PLK - 60 minutes • MKT2051 - Advanced Marketing Information Management (CMM): PLH/PLR
Requirements for granting of credits	In each case: Passing of the respective examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Zerr, Konrad
Lecturer	Zerr, Konrad
Subject area / course of study	Marketing
Pedagogical Approach	Lecture with exercises and presentations
Applicability in other modules/courses of study	--
Objectives	<p>The Students....</p> <ul style="list-style-type: none"> • can assess the suitability of different methodological approaches for solving empirical questions; • are able to formulate their information needs vis-à-vis institutes or market research departments through practical insights into the management of market research projects and coordinate their service provision; • recognize the many new possibilities of web-based technologies for information retrieval;

	<ul style="list-style-type: none"> • can assess these technologies in terms of their benefits as well as their limitations. <p>The module primarily serves to broaden and deepen knowledge. The course also contributes significantly to the acquisition of instrumental and communicative competence.</p>
Content	<p>MKT2111 - Fundamentals of Marketing Information Management:</p> <ul style="list-style-type: none"> • The role of market research in marketing • Concept, Tasks and Supporters of Market Research • Classification of different market research approaches • Information sources of marketing (secondary and primary research as well as survey and observation). • Management of the market research process • Quality assurance and controlling of market research services <p>MKT2051 - Advanced Marketing Information Management (CMM):</p> <ul style="list-style-type: none"> • Web-based research of primary research • Web-based research of secondary research • Classic Online Research and Mobile Research • Web Analytics und Social Media Research
Relation to other modules	<p>This module forms the basis for understanding the more advanced courses in Marketing</p>
Workload	<p>In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and post-processing, independent literature study, processing of exercise cases and exam preparation. For the preparation of presentations, a further 60 h of effort is to be expected.</p>
Literature	<p>General to market research:</p> <ul style="list-style-type: none"> • Berekoven L.; Eckert W. und Ellenrieder P.: Marktforschung - Methodische Grundlagen und praktische Anwendung. Gabler Verlag, Wiesbaden • Brown T. J. und Suter T. A.: MR: Marketing Research. Cengage Learning Verlag • Dillman D. A.: Mail and Internet Surveys-The Tailored Disign Method. Wiley John & Sons Verlag, New York u.a. • Fantapié Altobelli C.: Marktforschung Methoden - Anwendungen – Praxisbeispiele. UTB, Lucius & Lucius Verlag, Stuttgart. • Homburg C. und Krohmer H.: Marketingmanagement: Strategien – Instrumente – Umsetzung - Unternehmensführung. Gabler Verlag, Wiesbaden. (insbes. S.237-311) • Hüttner M. und Schwarting U.: Grundzüge der Marktforschung. Oldenbourg Verlag, München.

	<ul style="list-style-type: none"> • Krämer, W.: Statistik verstehen. Eine Gebrauchsanweisung. Piper Taschenbuch Verlag, München. • Weis H.C./Steinmetz P., Marktforschung. Kiehl • Wright L.T. und Crimp M.: The Marketing Research Process. Financial Times/Prentice Hall • Zikmund W. G. und Babin B. J.: Essentials of Marketing Research. Cengage Learning Verlag, Mason • Zikmund W. G. und Babin B. J.: Exploring Marketing Research. Cengage Learning Verlag, Mason. <p>Special literature on particular issues:</p> <ul style="list-style-type: none"> • Backhaus K. u.a.: Multivariate Analysemethoden. Springer Verlag, Berlin/Heidelberg/New York. • Batinic B./Werner A./ Gräf L./ Bandilla W., Online-Research. Göttingen u.a. • Bühl, A./Zöfel P., SPSS in der Marktforschung. • Diamantopoulos A. und Schlegelmilch B.: Taking the fear out of Data Analysis. A step-by-step approach. Cengage Learning Verlag: London. • Edmunds H.: The Focus Research Handbook. McGraw-Hill Verlag, Illinois. • Fink A.: How to Ask Survey Questions. Sage Publications • Hair J. F. u.a.: Multivariate Data Analysis. Prentice Hall Verlag, New Jersey. • Kepper G., Qualitative Marktforschung - Methoden, Einsatzmöglichkeiten und Beurteilungskriterien, Wiesbaden. <p>most recent edition</p>
Additional Remarks	--
Keywords	empirical work, survey methods, selection procedure, data analysis, quantitative survey, qualitative survey, experiment statistics, SPSS, market research, marketing, information management, web-based market research, online research, internet-based market research
Last edited	May 2021

MKT2160: Customer Management I

Customer Management I	
Module ID	MKT2160
Semester	3
Credits	6
SWS	4
Frequency	Every winter semester
Associated courses	<ul style="list-style-type: none"> • MKT2161 - Fundamentals of Digital Marketing (2 SWS / 3 Credits) • MKT2062 - Distribution & Sales (2 SWS / 3 Credits)
Prerequisites	<p>See participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ_Prüfungsfragen</p>
Assessment Methods and duration	<ul style="list-style-type: none"> • MKT2161 - Digital Marketing Fundamentals: PLK - 45 minutes • MKT2062 - Distribution & Sales: PLH + PLR/PLK – 45 minutes
Requirements for granting of credits	In each case: Passing of the respective examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 40 students
Language	MKT2161 - Fundamentals of Digital Marketing: German and English MKT2062 - Distribution & Sales: German or English
Module Duration	1 semester
Module Coordinator	Paetsch, Michael
Lecturer	Paetsch, Michael + NN
Subject area / course of study	Marketing
Applicability in other modules/courses of study	--
Pedagogical Approach	Lectures with exercises and presentations
Objectives	<p>The Participants acquire the competence to build, maintain and monitor customer relationships - both inside and outside the web. Likewise, the participants acquire the competence to select and design the distribution systems practiced in this context and know the requirements for setting up a sales organization and a business plan.</p> <p>The module primarily serves to broaden and deepen knowledge. The course also contributes significantly to the acquisition of instrumental and communicative competence.</p>

Content	<p>MKT2161 - Fundamentals of Digital Marketing:</p> <ul style="list-style-type: none"> • Megatrends in communications and computing • Brands and customer assets in a digital world • Digital Customer Journey • Digital Customer Life Time Value & Acquisition Cost • Online vs. physical POS • Long Tail Concepts & Power law • Digital Networks and Communication • Neighboring/Seeding Strategies • Social Media Technologies • Big Data/Business Analytics <p>MKT2062 - Distribution & Sales:</p> <ul style="list-style-type: none"> • Distribution strategy • Sales Channel Management • Sales Organization • Areas of responsibility/roles in the sales organization • managing sales talks • Elements of CRM • Business Planning Process • Motivation and incentive systems in sales • Sales management; target, control and measuring systems
Relation to other modules	<p>The module is based on the module Fundamentals of Marketing and is the basis for the practical semester as well as the practical project in the 6th semester.</p>
Workload	<p>In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and post-processing, independent literature study, processing of exercise cases and exam preparation. For the preparation of presentations, a further 60 h of effort is to be expected.</p>
Literature	<p>MKT2161 - Fundamentals of Digital Marketing:</p> <ul style="list-style-type: none"> • Bowen, Gordon; Ozuem, Wilson: Computer-mediated marketing strategies. Social media and online brand communities. Hershey, PA: Business Science Reference. • Chaffey, Dave; Ellis-Chadwick, Fiona: Digital marketing. Strategy, implementation and practice. Harlow: Pearson. • Charlesworth, Alan: An introduction to social media marketing. London [u.a.]: Routledge. • Garris, Molly.; Mishra, Karen E.: A beginner's guide to mobile marketing. First edition. New York, New York: Business Expert Press (Digital and social media marketing and advertising collection). • Hemann, Chuck; Burbary, Ken: Digital marketing analytics. Making sense of consumer data in a digital world. Indianapolis, Ind.: Que.

	<ul style="list-style-type: none"> • Holzapfel, Felix: Digitale Marketing-Evolution. Wer klassisch wirbt, stirbt. Göttingen: BusinessVillage. • Jarboe, Greg: YouTube and video marketing. An hour a day. - Description based on print version record. - Includes index. Indianapolis, Ind.: Wiley Pub (Serious skills). • Paetsch, Michael (1993): Mobile communications in the U.S. and Europe. Regulation, technology, and markets. Boston: Artech House (The Artech House mobile communications library). • Paetsch, M. Über die globale Vernetzung von Maschinen und Maschinen. In: Burda, Hubert; Döpfner, Matthias; Hombach, Bodo; Rüttgers, Jürgen (Hrsg.): 2020 Gedanken zur Zukunft des Internets. Klartext Verlag, Essen 2010. • Ryan, Damian (2014): Understanding Digital Marketing. Marketing Strategies for Engaging the Digital Generation. 3rd ed. London: Kogan Page. Online verfügbar unter http://gbv.ebib.com/patron/FullRecord.aspx?p=1694820. <p>MKT2062 - Distribution & Sales:</p> <ul style="list-style-type: none"> • Hofbauer, G., & Hellwig, C.: Professionelles Vertriebsmanagement. Erlangen: Publicis Publishing. • Homburg, C., & Krohmer, H: Marketingmanagement. Wiesbaden: Springer Gabler. • Jobber, D., & Lancaster, G.: Selling and Sales Management. Edinburgh: Pearson. • Kotler, P., Lane Keller, K., & Bliemel, F.: Marketing-Management. München et al: Pearson. • Kumar, V. und Reinartz, W.: Customer Relationship Management. Springer Verlag: Heidelberg/New York/Dordrecht/London • Meffert, H., Burmann, C., & Kirchgang, M.: Marketing. Wiesbaden: Springer Gabler. • Specht, G., & Fritz, W: Distributionsmanagement. Stuttgart: Kohlhammer. Winkelmann, P.: Marketing und Vertrieb. München: Oldenbourg. <p>most recent edition</p>
Additional Remarks	<p>Credits earned in English will count toward the 24-credit requirement in the degree program.</p> <p>One of the two sub-courses is usually organized as a fast track (with completion of the examination(s) well before the normal examination period).</p>
Keywords	digital marketing, social media management, social media technologies, big data, customer relations, management sales management, sales promotion, customer retention
Last edited	May 2021

MKT2210: Product and Delivery Management

Product and Delivery Management	
Module ID	MKT2210
Semester	4
Credits	9
SWS	6
Frequency	Every summer semester
Associated courses	<ul style="list-style-type: none"> • MKT2201 - Product Policy (incl. Pricing) (4 SWS/6 Credits) • MKT2211 - Innovation Management (2 SWS/3Credits)
Prerequisites	See participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ Prüfungsfragen
Assessment Methods and duration	PLH/PLR + PLM
Requirements for granting of credits	In each case: Passing of the respective examination performances
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Janovsky, Jürgen
Lecturer	Janovsky, Jürgen + N.N.
Subject area / course of study	Marketing
Applicability in other modules/courses of study	--
Pedagogical Approach	Lecture with exercises
Objectives	<p>MKT2201 - Product Policy (incl. Pricing):</p> <p>Through participation, students should learn:</p> <ul style="list-style-type: none"> • which framework corporate strategic decisions of the product policy of marketing provide • how strategic competitive advantages are created • how to define and segment a relevant market • which standard measures are available for processing the target group program • which standard measures are available for editing the object program • which role plays value-added services or the design of the customer experience • what the process for developing and implementing a positioning strategy looks like

	<ul style="list-style-type: none"> • what is meant by central basic concepts of price management • which pricing strategies and instruments can be used within the framework of pricing policy <p>MKT2211 - Innovation Management:</p> <p>After successful completion of the event</p> <ul style="list-style-type: none"> • students understand the current relevance of innovation management. • Students possess the skills to develop technology strategies • students are familiar with the framework conditions of an innovation-friendly organizational culture • students have the know-how to prepare and realize innovation projects. <p>The module primarily serves to broaden and deepen knowledge as well as instrumental competence. It also contributes significantly to the acquisition of instrumental and communicative competencies through the presentations and simulations.</p>
Content	<p>MKT2201 - Product Policy (incl. Pricing):</p> <ul style="list-style-type: none"> • Basics and classification of the design of the service offer • Offer structure • Target Group Program • Performance program • Positioning • Price management <p>MKT2211 - Innovation Management:</p> <ul style="list-style-type: none"> • Relevance of innovation management and types of innovations/technologies • Strategic innovation management • Behavioral determinants of innovative capacity. • Management of innovation projects • Specifics of different forms of innovation
Relation to other modules	<p>The module is based on the module Fundamentals of Marketing and is the basis for the practical semester as well as the practical project in the 6th semester.</p>
Literature	<p>MKT2201 - Product Policy (incl. Pricing):</p> <ul style="list-style-type: none"> • Meffert et. al.: Marketing: Grundlagen marktorientierter Unternehmensführung, Meffert, H. / Burmann, C./ Kirchgeorg, M., Wiesbaden. • Bruhn: Marketing: Grundlagen für Studium und Praxis, Wiesbaden. • Becker: Marketing-Konzeption: Grundlagen des zielstrategischen und operativen Marketing-Managements, München. • Bea / Haas (2013): Strategisches Management, 5. Aufl., Konstanz / München 2013, S. 22-31.

	<ul style="list-style-type: none"> • Macharzina / Wolf (2005): Unternehmensführung, 5. Aufl. Wiesbaden 2005, S. 266-278, 321-323 und 338-376. • Töpfer /Seeringer (2008): Entwicklungsstufen des Customer-Value-Konzeptes und Berechnungsverfahren zur Steuerung des Kundenwertes, in: Handbuch Kundenmanagement, Armin Töpfer (Hrsg.), S. 229-266. • Schmitt (1999): „Experiential Marketing“, Journal of Marketing Management, Vol. 19, 1999, S. 53-67. • Esch (2000): Markenpositionierung als Grundlage der Markenführung, in: Moderne Markenführung, hrsg. v. F.-R. Esch, 4. Aufl., Wiesbaden 2005, S. 131-164. • Trommsdorff (2007): Produktpositionierung, in: Handbuch Produktmanagement – Strategieentwicklung, Produktplanung, Organisation, Kontrolle, hrsg. v. S. Albers, A. Herrmann, 3. Aufl. Wiesbaden 2007, S. 341-362. • Simon / Fassnacht: Preismanagement, 3. Aufl. Wiesbaden. <p>MKT2211 - Innovation Management:</p> <ul style="list-style-type: none"> • Chesbrough, H.W. et al. (ed.): Open Innovation: Researching a New Paradigm, Oxford. • Daim, T.U. et al. (ed.): Planning and Roadmapping Technological Innovations, Berlin/N.Y. • Fisch, J.H./Ross, J.-M. (ed.): Fallstudien zum Innovationsmanagement, Wiesbaden. • Freund, D.: Wertschöpfende und innovationsorientierte Unternehmensführung, Berlin/N.Y. etc. • Goffin, K.; Mitchell, R.: Innovation Management, 7th. ed., N.Y. • Hervás-Oliver, J.-L./Peris-Ortiz, M.: Management Innovation, Berlin/NY. • Huizingh, E. / Brand, M.J.: Stepwise innovation adoption: a neglected concept in innovation research, International Journal of Technology Management 2009 vol.45, No.3/4, p. 267-281 • Noé, M.: Innovation 2.0, Wiesbaden. • OECD: Science, Technology and Industry Outlook, Paris. • Rüdiger, K. et al. (ed.): Entrepreneurship, Innovation and Economic Crisis, Berlin/N.Y. • Vahs, D. /Brem, A.: Innovationsmanagement, Stuttgart. <p>most recent edition</p>
Workload	In addition to 6 x 15 = 90 SWS, students are expected to spend approx. 90h in self-study preparing and post-processing on the lectures and preparing their presentations and the oral examination (total workload approx. 150h).
Additional Remarks	--
Keywords	pricing policy product program product innovation product policy innovation innovation management technology management innovation marketing
Last edited	May 2021

MKT2070: Brand Management

Brand Management	
Module ID	MKT2070
Semester	4
Credits	9
SWS	6
Frequency	Every summer semester
Associated courses	MKT2071 - Strategies in Brand Management (4 SWS/6 Credits) MKT2072 - Reputation Management (2 SWS/3 Credits)
Prerequisites	See participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ Prüfungsfragen
Assessment Methods and duration	PLH/PLR + PLM
Requirements for granting of credits	In each case: Passing of the respective examination performances
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Forster, Anja
Lecturer	Forster, Anja
Subject area / course of study	Marketing
Applicability in other modules/courses of study	--
Pedagogical Approach	Lecture with exercises
Objectives	<p>MKT2071 - Strategies in Brand Management Upon completion of the course, students should...:</p> <ul style="list-style-type: none"> • be able to assess the role of brands for companies and organizations, describe different types of brands, and outline the benefits of strong brands. • identify, classify and apply various strategies and instruments of brand management as well as critically assess methods and approaches of brand controlling. • be able to understand how brand strategies can change over time and across geographic boundaries. <p>MKT2072 - Reputation Management Upon completion of the course, students should...:</p>

	<ul style="list-style-type: none"> • be able to define what is meant by corporate reputation, describe the different levels of corporate reputation, and to highlight the importance and challenges of reputation management in the 21st century. • to present the building blocks of corporate reputation and be able to assess their interrelationships and importance for corporate reputation. • have acquired competencies with regard to selected approaches and methods - including corporate branding, corporate culture or corporate communications - which help to build a strong corporate reputation. <p>The module primarily serves to broaden and deepen knowledge as well as instrumental competence. It also contributes significantly to the acquisition of communicative skills through the presentations and simulations.</p>
Content	<p>MKT2071 - Strategies in Brand Management</p> <p>The lecture focuses on building, managing and measuring brands and provides insights into important topics and fields such as:</p> <ul style="list-style-type: none"> • Brand concept and brand models • Brand systems and brand strategies • Brand building and brand positioning • Brand management and brand controlling <p>MKT2072 - Reputation Management</p> <p>Reputation management of companies and organizations is a complex task - and by far does not only mean being prepared for a crisis situation. It encompasses a variety of core contents. In the lecture will be given insights into some important topics, such as:</p> <ul style="list-style-type: none"> • Origin of the corporate reputation • The scope and extent of corporate reputation • Measurement of corporate reputation • Importance of corporate culture for corporate reputation • Importance of corporate brands and corporate branding for corporate reputation • Importance of corporate communications for corporate reputation
Relation to other modules	<p>The module is based on the module Fundamentals of Marketing and is the basis for the practical semester as well as the practical project in the 6th semester.</p>
Literature	<p>MKT2071 - Strategies in Brand Management</p> <ul style="list-style-type: none"> • Esch, F.: Strategien und Technik der Markenführung, Vahlen Verlag: München.

	<ul style="list-style-type: none"> • Keller, K. L.: Strategic Brand Management. Building, Measuring, and Managing Brand Equity, Pearson Education Limited: Edinburgh. • Kapferer, J.N.: The new strategic brand management, London: Kogan Page. • Keller, K. L./Aperia, T./Georgson, M.: Strategic Brand Management: A European Perspective, Financial Times Prentice Hall. • Burmann, Ch./Halaszovich, T./Hemmann F.: Identitätsbasierte Markenführung: Grundlagen - Strategie - Umsetzung - Controlling. Springer Fachmedien Verlag: Wiesbaden. • Meffert, H. / Burmann, C. / Koers, M.: Markenmanagement: Identitätsorientierte Markenführung und praktische Umsetzung, Wiesbaden: Gabler. • Wheeler, A.: Designing Brand Identity: An essential guide for the whole branding team, Wiley & Sons Verlag: New Jersey. <p>MKT2072 - Reputation Management</p> <ul style="list-style-type: none"> • Roper, S./Fill, C.: Corporate Reputation. Brand and Communication, Pearson Education Limited: Edinburgh. • Helm, S.: Unternehmensreputation und Stakeholderloyalität., Deutscher Universitätsverlag: Wiesbaden. • Helm, S./ Liehr-Gobbers, K.: Reputation Management, Springer Berlin Heidelberg. • Liehr, K./Peters, P. /Zerfaß, A.: Reputationsmessung - Grundlagen und Verfahren. • Lies, J.: Handbuch Public Relations, UTS Verlag: Stuttgart. • Peters, P.: Reputationsmanagement im Social Web: Risiken und Chancen von Social Media für Unternehmen, Reputation und Kommunikation., Social Media Verlag. • Wüst, C./Kreutzer, R.T.: Corporate Reputation Management : Wirksame Strategien für den Unternehmenserfolg, Gabler Verlag.
Workload	In addition to 6 x 15 = 90 SWS, students are expected to spend approx. 90 h with preparation and post-processing and additionally prepare presentations as well as the oral examination (effort approx. 180 h).
Additional Remarks	--
Keywords	brand management, reputation management, public relations, communication, brand architecture, brand policy
Last edited	May 2021

MKT3200: Electives: Spec. Marketing Issues

Electives: Spec. Marketing Issues	
Module ID	MKT3200
Semester	6
Credits	6
SWS	4
Frequency	Every semester
Associated courses	<ul style="list-style-type: none"> • MKT3205 - Introduction into Online Technologies for Marketing Professionals (in English, 2 SWS / 3 Credits) • MKT3031 - International Marketing (in English, 2 SWS / 3 Credits) • MMM3012 - Specific Topics in the Psychology of Advertising (in German, 2 SWS / 3 Credits) • IDS3010 - Interdisciplinary Studies (in German or English, 2 SWS / 3 credits) <p>(alternative offers possible)</p>
Prerequisites	<p>A minimum of 50 earned credits from the first semester of study, cf: Participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ Prüfungsfragen</p>
Assessment Methods and duration	PLH/PLR + PLM – 45 or 60 minutes
Requirements for granting of credits	<p>In each case: Passing of the respective examination performance. Electives offerings in the amount of 6 credits must be successfully completed</p>
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 80 students
Language	<ul style="list-style-type: none"> • MKT3205 - Introduction into Online Technologies for Marketing Professionals: English • MKT3031 - International Marketing: English • MMM3012 - Specific Topics in the Psychology of Advertising: German • IDS3010 - Interdisciplinary Studies: German or English
Module Duration	1 semester
Module Coordinator	Forster, Anja
Lecturer	Professors of different courses of study / subject areas
Subject area / course of study	Marketing
Applicability in other modules/courses of study	Individual electives are also available through other courses.

Pedagogical Approach	Lectures with exercises
Objectives	<p>The electives module is designed to provide students with the opportunity for an individualized focus related to their program of study. The objectives differ depending on the electives offered:</p> <p>Students will gain in-depth knowledge in two of the elective areas offered.</p> <p>The module primarily serves to broaden and -deepen knowledge -as well as to acquire instrumental competence.</p>
Content	<p>MKT3205 - Introduction into Online Technologies for Marketing Professionals</p> <ul style="list-style-type: none"> • Key trends in the area of communication, technology and high-tech • Drivers in the device market (e.g. including Internet of things) • Customer app markets (e.g. trends in electronic payments systems) • M-commerce market segments • Cloud, cloud computing and over the top media streaming markets • Range of tools that help to work effectively in a more online driven marketing world <p>MKT3031 - International Marketing</p> <ul style="list-style-type: none"> • History of globalization • Risk analysis: major risk factor for today's global economy • High level analysis: 4P in the global marketing context • Product: Standardization vs. local market adaption • Services: Standardization vs. country adaption • Country regulation and product adaption • Transatlantic Trade and Investment Partnership (TTIP) • Inside Multinational Companies • Social and cultural market factors • Marketing and politics - rising barriers of doing business • Perspective on growth markets <p>MMM3012 - Specific Topics in the Psychology of Advertising</p> <ul style="list-style-type: none"> • Clarification of terms • Neuroanatomy • Overview of apparative procedures • Global Neuro-Theories • Empirical findings of consumer neuroscience • Project work <p>IDS3010 - Interdisciplinary Studies</p> <ul style="list-style-type: none"> • Depending on the offer in the respective semester

Relation to other modules	The module is based on the taught specific courses of the 3rd and 4th semester.
Literature	To be determined in the individual events.
Workload	2 x 15 SWS each = 30 SWS attendance time, plus 60h each for preparation and post-processing, independent literature study, processing of case studies and exercises and exam preparation.
Additional Remarks	<p>The module or an individual course of the module can also be completed as part of a semester abroad. Modules or courses related to the major field of study are eligible for recognition.</p> <p>English language courses within the module are offered as part of the International Study Program. The credits earned will count toward the 18-credit requirement in the program.</p> <p>The elective courses, especially if they are offered in English by visiting professors, can be organized as fast-track courses with an examination well before the normal examination period.</p>
Keywords	online marketing, online technologies, international marketing, advertising psychology
Last edited	May 2021

MKT3310: Project Management

Project Management	
Module ID	MKT3310
Semester	6
Credits	8
SWS	4
Frequency	Every semester
Associated courses	MKT3302 - Business Project Marketing (8 Credits/4 SWS)
Prerequisites	At least 50 achieved credits from the first study section, see also: Participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ_Prüfungsfragen
Assessment Methods and duration	MKT3302 - Business Project Marketing: PLP
Requirements for granting of credits	In each case: Passing of the examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	MKT3302 - Business Project Marketing: max. 24 students.
Language	MKT3302 - Business Project Marketing: German
Module Duration	1 semester
Module Coordinator	Forster, Anja
Lecturer	Forster, Anja + Zerr, Konrad + NN
Subject area / course of study	Marketing
Applicability in other modules/courses of study	--
Pedagogical Approach	Project work
Objectives	<p>MKT3302 - Business Project Marketing:</p> <p>Within the scope of the practical project, the students should independently apply their knowledge (methods, techniques, instruments, ...) and their competences, which they have acquired so far during their studies (and, if applicable, during their internship), in a realistic project.</p> <p>It shall/should thus ...</p> <ul style="list-style-type: none"> • to improve the students' transfer skills in applying academic knowledge to address a specific marketing problem from business practice. • to improve the students' competence in applying marketing instruments (e.g. market research, performance review, etc.). • the interdisciplinary competencies (social competencies (e.g. self-organization/collaboration of the team,

	<p>target group-oriented interaction with project partners), methodological competencies (e.g. rhetorical skills, presentation techniques)) of the students are further developed.</p> <p>The project focuses on the acquisition of systemic competence. In addition to the application and consolidation of specialist knowledge, interdisciplinary skills, social skills and methodological skills (presentation) are to be trained here.</p>
Content	<p>MKT3302 - Business Project Marketing:</p> <p>As part of the practical project, students are given a practical assignment to develop and carry out a complex management or research project in the field of marketing. The contents as well as the concrete task depend on the respective project.</p> <p>Based on the briefing from practice (usually by a company), the project is worked on independently by student teams - under the supervision of a professor - from the development of the methodological approach, the analysis of the initial situation, the implementation, the formulation of recommendations for action and evaluation of the empirical investigation to the presentation of results. The results are documented in writing and presented orally to the commissioning company.</p>
Relation to other modules	The module is based on the specific courses of the 3rd and 4th semester. The module prepares for the thesis as an independent scientific final paper.
Literature	to be specified depending on the practical project.
Workload	Within the framework of the project, students are expected to spend an additional 180 h for preparation and post-processing and independent project work in addition to the 4 x 15 = 60 SWS attendance time.
Additional Remarks	--
Keywords	business project marketing, marketing performance review
Last edited	May 2021

MKT4120: Customer Management II and Controlling

Customer Management II and Controlling	
Module ID	MKT4120
Semester	6/7
Credits	5
SWS	4
Frequency	Every semester
Associated courses	<ul style="list-style-type: none"> MKT3301 - Marketing Controlling (2 Credits/2 SWS) MKT4021 - Advanced Digital Marketing (2 SWS/3 Credits)
Prerequisites	<p>Completed first year of study. Achievement of all third semester credits across the program and achievement of 18 credits in English language modules/courses.</p>
Assessment Methods and duration	<ul style="list-style-type: none"> MKT3301 - Marketing Controlling: PLK - 45 minutes MKT4021 - Advanced Digital Marketing: PLR
Requirements for granting of credits	In each case: Passing of the respective examination performances
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	<ul style="list-style-type: none"> MKT3301 - Marketing Controlling: max. 40 students MKT4021 - Advanced Digital Marketing: max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Zerr, Konrad
Lecturer(s)	Zerr, Konrad + Paetsch, Michael
Subject area / course of study	Marketing
Pedagogical Approach	<ul style="list-style-type: none"> MKT3301 - Marketing Controlling: Lecture MKT4021 - Advanced Digital Marketing: Lectures with Exercises + Presentations
Objectives	<p>MKT3301 - Marketing Controlling:</p> <p>The Students....</p> <ul style="list-style-type: none"> understand the meaning and models of marketing controlling; get to know the information technology basics and concepts of marketing controlling; know concrete methods of marketing controlling - customer satisfaction, sales controlling, communication controlling and can evaluate them.

	<p>MKT4021 - Advanced Digital Marketing:</p> <ul style="list-style-type: none"> Students are familiar with current developments and challenges in digital marketing. <p>The module primarily serves to broaden and deepen knowledge as well as to acquire instrumental and communicative competence in the course MKT4021 - Vertiefung in Digital Marketing.</p>
Content	<p>MKT3301 - Marketing Controlling:</p> <ul style="list-style-type: none"> Basics of controlling Tasks and concepts of marketing controlling Controlling of the brand management Controlling of the customer management Controlling of product and performance management <p>MKT4021 - Advanced Digital Marketing:</p> <ul style="list-style-type: none"> Current issues in digital marketing Contents are adapted to the respective current developments
Relation to other modules	<p>The module is based on the taught specific courses of the 3rd and 4th and 6th semesters.</p>
Literature	<p>MKT3301 - Marketing Controlling:</p> <ul style="list-style-type: none"> Best, E. und Weth, M.: Geschäftsprozesse optimieren. Gabler Verlag, Wiesbaden Hammerschmidt, M.; Stokburger, G. und Bauer, H.H.: Marketing Performance. Messen, Analysieren, Optimieren. Gabler Verlag: Wiesbaden. Homburg, Chr. und Krohmer, H.: Marketingmanagement. Gabler Verlag, Wiesbaden Kotler, Ph.; Keller, K.L. und Bliemel, F.: Marketing-Management: Strategien für wertschaffendes Handeln, (Pearson Studium - Economic BWL, Addison-Wesley Verlag, München Link, J. und Weiser, Chr.: Marketing-Controlling. Vahlen Verlag, München Farris, P.W.; Bendle, N.T.; Pfeifer, P.H. und Reibstein, D.J.: Marketing messbar machen. Addison-Wesley Verlag Pufahl, M.: Vertriebscontrolling. Gabler Verlag, Wiesbaden. Reinecke, S. und Tomczak T.: Handbuch Marketingcontrolling. Gabler Verlag, Wiesbaden <p>MKT4021 - Advanced Digital Marketing:</p> <p>Literature will be announced depending on the course topic.</p> <p>most recent edition</p>
Workload	<p>MKT 3301 - Marketing Controlling:</p> <p>In addition to 2x15= 30 SWS, there are about 30 h for preparation and post-processing incl. exam preparation.</p>

	MKT4021 - Advanced Digital Marketing: In addition to 2 x 15 = 30 SWS, students are expected to spend 60 h with preparation and post-processing, independent study of literature, preparation of paper/presentation.
Additional Remarks	<p>The course " Advanced Digital Marketing " can also be completed as part of a semester abroad. Modules or courses related to the major field of study are eligible for recognition.</p> <p>The module is offered in the 7th semester blocked within the first 6 or 7 weeks of lectures.</p>
Keywords	marketing controlling
Last edited	May 2021

LAW4100: Law

Law	
Module ID	LAW4100
Semester	7
Credits	5
SWS	4
Frequency	Every semester
Associated courses	LAW4101 - Intellectual Property, Information and Data Protection Law (4 SWS / 5 Credits)
Prerequisites	Completed first year of study. Achievement of all third semester credits across the program and achievement of 18 credits in English language modules/courses.
Assessment Methods and duration	PLK/PLR/PLP – 90 minutes
Requirements for granting of credits	Passing of the respective examination performances
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 80 students
Language	German
Module Duration	1 semester
Module Coordinator	Buchmann, Felix
Lecturers	Buchmann, Felix + Wechsler, Andrea + NN
Subject area / course of study	Law
Pedagogical Approach	Seminar; dialogue with students
Applicability in other programs	Law in Marketing and Advertising: Intellectual Property, Information and Data Protection Law is also offered for the Bachelor's degree programs „BW/Media Management und Werbepsychologie“ as well as a module Law in Marketing for the degree program „BW/Marketingkommunikation und Werbung“ and „BW/Marktforschung und Konsumentenpsychologie“.
Objectives	<p>LAW4101 - Law in Marketing and Advertising: Intellectual Property, Information and Data Protection Law</p> <p>The students...</p> <ul style="list-style-type: none"> • acquire knowledge of the nature, justification and structure of intellectual property law, multimedia and Internet law and know the different types of property rights • have the necessary basic knowledge to protect industrial property rights (patents, utility models, registered designs, trademarks) nationally, European and internationally • know and understand the relevance of the international dimension of legal protection.

	<ul style="list-style-type: none"> • are able to exploit and defend industrial property rights and copyrighted works • have basic knowledge in the field of new media as well as in-depth knowledge in the field of substantive competition law <p><u>Critical thinking and analytical skills</u> Students are able to apply legal rules to life situations, i.e. to solve cases in a legal way of thinking and to master the subsumption technique. They learn about conflict resolution models and methods and master the special way of thinking in legal argumentation. Furthermore, students have a critical understanding of intellectual property and personal rights in the media. They are also able to work on concrete strategic challenges of a company or entrepreneur in this legal field in project and presentation work.</p> <p><u>Ethical awareness</u> Students will be able to recognize the business and ethical dimension of legal problems in intellectual property law and in multimedia and Internet law and will be able to grasp the contribution of law to finding solutions. Students will learn that law can also provide ideas for business management.</p> <p><u>Communication skills</u> Students learn to grasp the form of intellectual property rights and multimedia and Internet rights (patent specification, trademark law, registered design, etc.) and to communicate appropriately with legal advisors. Furthermore, they are able to formulate legal problems in the context of written case work in an expert opinion style.</p> <p>The module primarily serves to broaden and deepen knowledge.</p>
Content	<ul style="list-style-type: none"> • Overview of the various industrial property rights as well as copyright law • Basic features of the <ul style="list-style-type: none"> ○ Patent and utility model law ○ Design Law ○ Trademark Law ○ Copyright ○ Competition law • Overview of the structure, systematics and content of multimedia, data protection and Internet law, including domain law and e-commerce law. • Current issues in intellectual property law, multimedia and Internet law, with special attention to their relevance for the media industry
Relation to other modules	The module is based on the taught specific courses of the 3rd and 4th and 6th semesters as well as all law lectures.
Workload	150 hours, of which 60 hours are contact time and 90 hours are preparation and post-processing (self-study).
Literature	LAW4101 - Intellectual Property, Information and Data Protection Law:

	<ul style="list-style-type: none"> • Branahl: Medienrecht, eine Einführung, Wiesbaden, Springer • Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, C.F. Müller Verlag, Heidelberg • Ensthaler: Gewerblicher Rechtsschutz und Urheberrecht, Springer Verlag, Berlin/Heidelberg • Fechner: Medienrecht, UTB, Stuttgart • Götting/Hubmann: Gewerblicher Rechtsschutz, CH. Beck Verlag, München • Haug, Grundwissen Internetrecht, Kohlhammer • Lettl, Urheberrecht (Grundrisse des Rechts), CH. Beck Verlag, München • Ohly, Fälle zum Schwerpunkt Geistiges Eigentum, CH Beck Verlag, München <p>most recent edition</p>
Additional Remarks	--
Keywords	competition law, copyright law, patent law, data protection, trademark law, industrial property rights, internet law, design law, multimedia law, media law, digital marketing
Last edited	May 2021