

**MODULE HANDBOOK SPO2019**

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**COURSE OF STUDY FOCUS**

**BW/  
MARKETING COMMUNICATIONS  
AND ADVERTISING  
B. Sc.**

Status: February 2021

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## List of abbreviations

CR	Credits according to the ECTS system
PLH	Examination based on term paper
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 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)

## Alignment Matrix Study Focus "Marketing Communications and Advertising"

Modules	Enlargement of knowledge	Consolidation of knowledge	Instrumental competence	Systemic competence	Communicative competencies
MCO2050	X	X			
MAR2040	X	X	X		
MCO2040	X	X	X		X
MCO2080	X	X	X		X
MCO2400		X	X	X	X
MMM2050		X	X	X	X
MCO3210	X	X	X		
MCO3410		X	X	X	X
MCO4110	X	X	X		X

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

### MCO2050: Fundamentals of Marketing

<b>Fundamentals of Marketing</b>	
Module ID	MCO2050
Semester	2
Credits	5
SWS	4
Frequency	Every semester
Associated courses	MCO2052 Fundamentals of Marketing
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. 90
Language	German, at least once a year in the summer semester optionally in English
Module Duration	1 semester
Module Coordinator	Fastoso, Fernando
Lecturer(s)	Fastoso, Fernando; Paetsch, Michael
Subject area / course of study	Marketing communications and advertising
Pedagogical Approach	Lecture with exercises
Applicability in other programs	Also offered for the Bachelor's programs "Business Administration / Media Management and Advertising Psychology", "Business Administration / Market Research and Consumer Psychology" and "Business Administration / International Marketing".
Objectives	<p>After successful completion of this module</p> <ul style="list-style-type: none"> <li>• students understand basic marketing terms and concepts.</li> <li>• they understand marketing as corporate management oriented to the requirements of the market.</li> <li>• they know the tasks, goals and success factors of marketing.</li> <li>• they master basic marketing strategies and the elements of the marketing mix, become familiar with the central tasks of marketing management and learn the basics of brand management.</li> <li>• they know the decision areas and design parameters of the marketing instruments.</li> </ul> <p>The module thus primarily serves to broaden and deepen knowledge. deepening.</p>

Content	<p><u>Marketing planning/strategies and brand management</u></p> <ul style="list-style-type: none"> <li>• Conceptual and conceptual basics</li> <li>• Management process in marketing</li> <li>• Situation analysis in marketing</li> <li>• Contents and instruments of strategic marketing planning</li> <li>• Strategic options (alternative marketing strategies)</li> <li>• Concept and functions of brands</li> <li>• Brand management process</li> <li>• Brand positioning</li> <li>• Principles of brand management</li> </ul> <p><u>Basic tools of marketing</u></p> <ul style="list-style-type: none"> <li>• Marketing mix planning</li> <li>• Product and pricing policy decision areas</li> <li>• Distribution policy decisions</li> </ul>
Relation to other modules	This module forms the basis for understanding the more advanced courses.
Workload	In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and follow-up, independent literature study, processing of exercise cases and exam preparation.
Literature	<ul style="list-style-type: none"> <li>• Meffert, H., Burmann, Ch., Kirchgeorg, M., Marketing: Grundlagen marktorientierter Unternehmensführung. Concepts - instruments - practical examples. Wiesbaden.</li> <li>• Kotler, P., Armstrong, G., Saunders, J., Wong, V., Fundamentals of Marketing, Munich....</li> <li>• Bruhn, M.: Marketing. Grundlagen für Studium und Praxis, Wiesbaden.</li> <li>• Homburg, Ch., Krohmer, H., Grundlagen des Marketingmanagement, Wiesbaden.</li> </ul> <p>Latest edition in each case</p>
Additional Remarks	The module is also offered in English as part of the International Study Program. The credits earned will count towards the 12-credit requirement that exists in the program.
Keywords	Marketing, brand, marketing strategy, marketing management, marketing mix
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## MAR2040: Fundamentals of Market and Communication Research

Fundamentals of Market and Communication Research	
Module ID	MAR2040
Semester	3
Credits	5
SWS	4
Frequency	Every semester
Associated courses	MAR2041 Market- and Consumer Psychology (2SWS/2,5 Credits) MAR2042 Fundamentals of Market Research (2SWS/2,5 Credits)
Prerequisites	At least 38 credits earned from the first stage of study.
Assessment Methods and duration	PLK - 90 minutes (45 minutes per course)
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. 90
Language	German, every semester (in winter semester optionally in English)
Module Duration	1 semester
Module Coordinator	Naderer, Gabriele
Lecturer(s)	Naderer, Gabriele
Subject area / course of study	Market and Communication Research
Pedagogical Approach	Lecture with exercises
Applicability in other programs	Also offered for the Bachelor's programs "Business Administration / Market Research and Consumer Psychology" and "Business Administration / International Marketing".
Objectives	<p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> <li>• Students are familiar with the psychological constructs and mechanisms that exert influence on consumer behavior.</li> <li>• They are familiar with models of advertising impact as well as purchasing decisions and can analyze and evaluate advertising on this basis.</li> <li>• They are able to make psychologically sound recommendations on the specific design of advertising measures and advertising stimuli in different media and to scientifically substantiate their approach.</li> </ul> <p><u>Fundamentals of Market Research</u></p> <ul style="list-style-type: none"> <li>• Students gain practice-related insights into the methodological approach and instruments of market research</li> <li>• You will learn the benefits of market research.</li> </ul>

	<p>The module thus primarily serves to broaden and deepen knowledge. The course also contributes to the acquisition of methodological competence.</p>
Content	<p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> <li>• Planning, organization and implementation of market research projects</li> <li>• Basic survey methods (questioning, observation, experiment) and their application</li> <li>• Evaluation, interpretation and presentation of results of market research data</li> <li>• Implementation of market research in companies, linking with issues in marketing, sales and communication.</li> </ul> <p><u>Fundamentals of Market Research</u></p> <p>The lecture deals with aspects of general psychology and social psychology that are relevant to applications in market and consumer psychology.</p> <p>After a basic introduction, the course focuses on psychological constructs such as information intake, information processing/perception, information storage/learning, activation, involvement, emotion, motivation, attitudes, types of buying behavior, social influences.</p>
Relation to other modules	<p>This course forms the basis for understanding subsequent in-depth courses in the BW/Marketing Communications and Advertising program.</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 follow-up, independent literature study, processing of exercise cases and exam preparation.</p>
Literature	<p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> <li>• Baumann, Axel/ Wagner, Gabriele: Introduction to market research. Sternenfels.</li> <li>• Berekoven, Ludwig/ Eckert, Werner/ Ellenrieder, Peter: Market Research. Methodological principles and practical application. Wiesbaden</li> <li>• Gräf, Lorenz: Online Survey: A practical introduction for beginners. Münster.</li> </ul> <p><u>Fundamentals of Market Research</u></p> <ul style="list-style-type: none"> <li>• Foscht, Thomas/Swoboda, Bernhard: Käuferverhalten - Grundlagen - Perspektiven - Anwendungen, Wiesbaden.</li> <li>• Trommsdorff, Volker /Teichert, Thorsten: Consumer Behavior. Stuttgart.</li> <li>• Kardes, Frank/ Cline, Thomas/ Cronley, Maria: Consumer Behavior. Science and practice. South Western.</li> </ul> <p>Latest edition in each case.</p>
Additional Remarks	<p>The module is also offered in English as part of the International Study Program. The credits earned will count towards the 12-credit requirement that exists in the program.</p>

Keywords	Empirical social research, marketing research, panel research, online research, consumer behavior, consumer psychology, information processing/perception, activation, involvement, emotion, motivation, attitudes, types of buying behavior
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## MCO2040: Fundamentals of Marketing Communications

<b>Fundamentals of Marketing Communications</b>	
Module ID	MCO2040
Semester	3
Credits	5
SWS	4
Frequency	Every semester
Associated courses	MCO2042 Fundamentals of Marketing Communications and Case Studies/ Part Fundamentals (2 SWS/ 3 Credits) MCO2043 Fundamentals of Marketing Communications and Case Studies in Marketing and Communication/ Part Case Studies (2 SWS/ 2 Credits)
Prerequisites	At least 38 credits earned from the first stage of study.
Assessment Methods and duration	PLK - 60 minutes (Fundamentals) + PLR (Case Studies)
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. 90
Language	German, at least once a year optionally in English
Module Duration	1 semester
Module Coordinator	Fastoso, Fernando; Tropp, Jörg
Lecturer(s)	Tropp, Jörg; Fastoso, Fernando
Subject area / course of study	Marketing Communications and Advertising
Applicability in other programs	Fundamentals of Marketing Communications is also offered for the Bachelor's degree program "Business Administration/ International Marketing".
Pedagogical Approach	Lecture with exercises
Objectives	<p><u>Fundamentals of Marketing Communications and Case Studies (Part Fundamentals)</u></p> <ul style="list-style-type: none"> <li>• Students learn the basic terms, central concepts and instruments of integrated marketing communication.</li> <li>• They know about the importance, framework and basic content of marketing communication.</li> <li>• They know the goals, functions and the different forms of advertising as well as the different instruments of marketing communication.</li> <li>• You will develop an understanding of integrated communication and learn to use communication tools in a targeted manner.</li> </ul>

	<p><u>Fundamentals of Marketing Communications and Case Studies (Part Case Studies)</u></p> <p>In the exercises, the knowledge of marketing, brand management and communication is deepened and applied:</p> <p>Students learn to apply the instruments, tools and methods in marketing, brand management and communication to concrete problems.</p> <p>This module serves to broaden and deepen knowledge as well as to acquire instrumental and communicative competence.</p>
Content	<p><u>Fundamentals of Marketing Communications and Case Studies (Part Fundamentals)</u></p> <p>Compact overview of integrated marketing communications, which, in addition to clarifying basic terms, tools, and concepts on a macro level, also examines the advertising economic system. Key topics are:</p> <ul style="list-style-type: none"> <li>• Classification of Integrated Marketing Communication in the Marketing Mix</li> <li>• Clarification of the concept of communication</li> <li>• Scope and instruments of integrated marketing communication (advertising, sales promotion, direct marketing, etc.)</li> <li>• Central concepts of integrated marketing communication (target group, briefing, brand, etc.)</li> <li>• The advertising economic system (action roles/institutions, media, sales)</li> </ul> <p><u>Fundamentals of Marketing Communications and Case Studies (Part Case Studies)</u></p> <p>Exercises on tasks related to marketing management and marketing communication, especially brand management</p>
Relation to other modules	<p>The module lays the foundation for the course-specific events in the 4th semester and builds on the module Fundamentals of Marketing.</p>
Workload	<p>In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend 90 h for preparation and follow-up, independent literature study, processing of exercise cases and exam preparation.</p>
Literature	<p><u>Fundamentals of Marketing Communications and Case Studies (Part Fundamentals)</u></p> <ul style="list-style-type: none"> <li>• Bruhn, M.: Integrierte Unternehmens- und Markenkommunikation, Stuttgart</li> <li>• Bruhn, M. / Schmidt, S. J. / Tropp, J. (Eds.): Integrated Communication in Theory and Practice. Business management and communication science perspectives with opinions and examples from practice, Wiesbaden.</li> <li>• Tropp, J.: Brand Management. Der Brand Management Navigator - Markenführung im Kommunikationszeitalter, Wiesbaden.</li> <li>• Tropp, J.: Modern Marketing Communication. Fundamentals, Process and Management of Market- and Customer-Oriented Corporate Communication, Wiesbaden.</li> </ul>

	<p><u>Fundamentals of Marketing Communications and Case Studies (Part Case Studies)</u></p> <ul style="list-style-type: none"> <li>• Kotler, Ph. /Bliemel, F.: Marketing-Management, Stuttgart</li> <li>• Becker, J.: Marketing Conception, Munich</li> </ul>
Additional Remarks	The course "Fundamentals of Marketing Communications and Case Studies" is also offered in English as part of the International Study Program. The credits earned will count toward the 12-credit requirement existing in the program.
Keywords	Communication concept and process, integrated communication, cross-media communication, communication instruments and mix, communication strategy
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## MCO2080: Trainings in Advertising

Trainings in Advertising	
Module ID	MCO2080
Semester	3 and 4
Credits	5
SWS	4
Frequency	Each semester
Associated courses	<p>MCO2081 Introduction to Digital Media with Exercises (with digital image editing or production of audiovisual media offerings) (3SWS/ 4 credits, 3rd semester).</p> <ul style="list-style-type: none"> <li>• MCO2082 Moving Pictures</li> <li>• MCO2083 Graphic / Layout</li> <li>• MCO2089 Social Media Marketing</li> <li>• MCO 2084 Storytelling/ Content Marketing</li> <li>• MCO2085 Strategic planning</li> <li>• MCO2087 Advertising Text / Conception</li> <li>• MCO2088 Photography / Image Composition</li> <li>• MCO2181 Search Engine Optimization/ Search Engine Marketing</li> <li>• MCO2182 Instagram Content Creation</li> </ul>
Prerequisites	At least 50 achieved credits from the first study section, PVL (digital image processing).
Assessment Methods and duration	<p>MCO2081 Introduction to Digital Media with Exercises: PVL (Digital Image Editing/Photoshop) + PLH+ PLR</p> <p>Elective training in advertising: UPL</p> <p>One of the trainings is mandatory. At least two of the training courses are offered, the scope of the offer depends on supply and demand, but the opening of a training course requires a minimum number of 5 participants. Alternative training offers are possible.</p>
Requirements for granting of credits	Passing the respective examination performance in each case
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	Introduction to Digital Media with Exercises: Approx. 30 Elective training: 15 - max. 20
Language	German
Module Duration	2 semesters
Module Coordinator	Tropp, Jörg
Lecturer(s)	Bossert, Julian; Crocoll, Joachim; Janowsky, Natalie; Jung, Robert; Krebber; Felix; Reichel, Denis; Reinhardt, Winfried; Staud, Dagmar; Tandler, Marcus; Theobald, Elke
Subject area / course of study	Marketing Communications and Advertising

Applicability in other programs	None
Pedagogical Approach	Seminar with exercises
Objectives	<p>This module is intended to generally guide subsequent collaboration with neighboring disciplines in the management of agencies and in brand management, or in the solution of communication and marketing tasks, by more knowledge and understanding of the other discipline in each case.</p> <p>Introduction to Digital Media with Exercises</p> <ul style="list-style-type: none"> <li>• Students learn about different types of digital media, their possible uses as advertising media, and the basic principles of their design and production.</li> <li>• In the exercises, they learn to design and produce exemplary digital media.</li> </ul> <p><u>Elective Trainings:</u></p> <ul style="list-style-type: none"> <li>• Students should develop an understanding of the discipline in question and</li> <li>• Gain insight into how creatives conceptualize and think.</li> </ul> <p>This module thus serves to broaden and deepen knowledge and to acquire instrumental and communicative competence.</p>
Content	<p>Introduction to Digital Media with Exercises</p> <ul style="list-style-type: none"> <li>• Overview of different types of digital media</li> <li>• Possible applications as advertising media (usability/acceptance by users)</li> <li>• Basic principles of digital media design and production (from analog to digital content, from digital content to digital product)</li> <li>• Concrete design and production of exemplary digital media, e.g. websites, apps, blogs.</li> </ul> <p><u>Elective subjects</u></p> <p><u>Moving Pictures</u></p> <ul style="list-style-type: none"> <li>• Moving image definition and general understanding of the matter</li> <li>• Requirements of different formats and channels</li> <li>• Current developments in the industry</li> <li>• Contemporary content production</li> <li>• How a film is made - from pre-production to post-production</li> <li>• The job of screenwriters, directors, cinematographers, and everyone else involved in a movie</li> <li>• Latest film trends</li> <li>• Production planning</li> </ul> <p><u>Graphic / Layout</u></p> <ul style="list-style-type: none"> <li>• Overview of the possibilities of Desktop Publishing (DTP)</li> <li>• Insight into the necessary hardware and software, production-related aspects of artwork design, as well as the basics of typography and electronic image processing.</li> </ul>

- Practical creation of graphics, layouts and image montages using professional graphics software.
- Overview of printing methods (procedure, advantages and disadvantages) as well as the process from the final artwork to the finished print

#### Social Media Marketing

- What does social media marketing bring to a company?
- Possibilities of social media marketing
- Which campaigns have stood out so far - both positively and negatively?
- What do marketers need to keep in mind when it comes to social media marketing?
- Current and future developments in the field of social media marketing

#### Storytelling/ Content Marketing

- Storytelling: using compelling stories for marketing communication
- Crossmedia: Developing integrated channel strategies for content
- Cases: Texting and designing multimedia content
- Toolbox: Apply strategic tools for content production

#### Strategic Planning

- Explanation and application of instruments, processes and techniques that can be used to systematically manage brands and communication strategies
- Systematic planning of brands, advertising campaigns
- Planning and measuring the success of communication
- Role of presentation in communicating strategy concepts

#### Advertising Text / Conception

- The power of the word: language, expression; introduction to semantics; 4 basic laws of written communication.
- Texting technique: information gathering, research; stylistic devices of dramatization; compression/redundancy; headline, slogan, body copy; interrelation of image and text
- Text features of various advertising media: advertisement; direct mail; posters; radio and TV spots

#### Photography / Image Composition

- Basic terms of (digital) photography (focal length, aperture, exposure time, format, etc.)
- Notes on the design of photos in the form of image reviews of "external photos" and self-photographed images.
- Image conception/briefing, i.e. prerequisites are taught in order to be able to realize photos
- Practical implementation of a theme (conception/briefing and photos)

	<p><u>Search Engine Optimization/ Search Engine Marketing (SEO/SEM)</u></p> <ul style="list-style-type: none"> <li>• Google Ads basics</li> <li>• Create a campaign, create an ad group, create an ad</li> <li>• The keywords at the heart of your Google Ads</li> <li>• Analysis &amp; Reporting</li> <li>• Efficient and effective work with Google Ads</li> <li>• Trends in Search Engine Marketing</li> </ul> <p><u>Instagram Content Creation</u></p> <ul style="list-style-type: none"> <li>• Develop content for a specific target group</li> <li>• Create a content concept and its formats</li> <li>• Design content to work</li> <li>• Integrate content on my profile</li> </ul>
Relation to other modules	The module is based on the module Fundamentals of Marketing Communication and is the basis for the following practical semester as well as the Business Project in Advertising in the 6th semester.
Workload	In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and follow-up, independent literature study, processing of exercises and project assignments.
Literature	<ul style="list-style-type: none"> <li>• Niliitschka, A.: From Paper to the Internet - Electronic Imaging, Printing Processes and the Internet</li> <li>• Kapitzki, H.: Design - Method and Consequence, Menges</li> <li>• Göbel, U.: Design, Wolfratshausen</li> <li>• Jung, H. / von Matt, J.-R.: Momentum, die Kraft die Werbung heute braucht, Hamburg</li> <li>• Dulisch, R.: Writing in Advertising, PR and Journalism, Wiesbaden</li> </ul>
Additional Remarks	-
Keywords	Digital media, digital imaging, preproduction, postproduction, set, desktop publishing, photo shoot, casting, headline, body copy, slogan, SEO/SEM, Social Media, Content,
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## MCO2400: Advanced Marketing Communications

<b>Advanced Marketing Communications</b>	
Module ID	MCO2400
Semester	4
Credits	10
SWS	7
Frequency	Every semester
Associated courses	MCO2401 Management of Communication (4 SWS / 6 Credits) MCO2404 Technologies, Strategies and Controlling of Marketing Communications (2 SWS / 3 Credits) MCO2403 Theoretical and empirical work in Marketing Communications Science (1 SWS / 1 Credit)
Prerequisites	At least 50 credits earned from the first stage of study.
Assessment Methods and duration	PLH + PLR + PLP + PLK - 90 minutes Management of Communication: PLP+PLK - 90 minutes Technologies, Strategies and Controlling of Marketing Communications: PLH + PLR
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. 60 students
Language	German
Module Duration	1 semester
Module Coordinator	Gaiser, Brigitte
Lecturer(s)	Gaiser, Brigitte; Tropp, Jörg; Zerr, Konrad
Subject area / course of study	Marketing Communications and Advertising
Applicability in other programs	Management of Communication is also offered in the MCM master's program.
Pedagogical Approach	Lectures with exercises/workshop
Objectives	<p>Students will deepen their knowledge of marketing communications and learn in detail the areas of responsibility of the communications management process. They will be able to:</p> <ul style="list-style-type: none"> <li>• Strategically plan, implement and control the use of classical and non-classical instruments of communication within the framework of a holistic management process</li> <li>• independently apply the methods and instruments of marketing communication to concrete case studies or practical project</li> <li>• Present communication strategies and implementation ideas in an effective and recipient-oriented manner.</li> </ul> <p>In addition, students learn the principles of theoretical and empirical work in marketing communications</p>



	<p>This module thus serves to deepen knowledge as well as to acquire instrumental, systemic and communicative competence.</p>
Content	<p><u>Management of Communication</u></p> <ul style="list-style-type: none"> <li>• Tasks of communication management, in particular planning of the communication strategy and the communication mix as part of communication management.</li> <li>• Instrumental Area Management:</li> <li>• Advertising planning (analysis, strategy and action planning)</li> <li>• Implementation of advertising policy decisions</li> <li>• Advertising agencies as central carriers of classical advertising</li> <li>• Implementation of findings in case study/practice project</li> </ul> <p><u>Technologies, Strategies and Controlling of Marketing Communications</u></p> <ul style="list-style-type: none"> <li>• Concepts of controlling and application to strategic and operational communication controlling</li> <li>• Communication goals as well as instruments and key figures for measuring communication success and impact</li> <li>• Challenges and trends with regard to brand and communication strategies in the digital age (e.g. CEM, social media, contextualization)</li> <li>• Analytics, technologies and tools to manage communications in the digital age (e.g. AI, web analytics, social media monitoring, RTB/RTA, etc.).</li> </ul> <p>Theoretical and empirical work in Marketing Communications Science:</p> <ul style="list-style-type: none"> <li>• Principles of scientific work</li> <li>• Procedure for scientific work</li> </ul>
Relation to other modules	<p>The necessary prerequisites for the practical semester in the 5th semester and the practical project advertising in the 6th semester are taught here.</p>
Workload	<p>In addition to the 7 x 15 = 105 SWS attendance time, students are expected to spend 195 h for preparation and follow-up, independent literature study, working on exercise cases and projects, and exam preparation.</p>
Literature	<p><u>Management of Communication</u></p> <ul style="list-style-type: none"> <li>• Bruhn, M.: Integrierte Unternehmens- und Markenkommunikation, Stuttgart</li> <li>• Hermanns, A./ Ringle T. / van Overloop, P. (Eds.): Handbuch Markenkommunikation: Grundlagen, Konzepte, Fallbeispiele, Munich</li> <li>• Kloss, I.: Advertising, Munich</li> </ul>

	<ul style="list-style-type: none"> <li>• Koschnick, W. J.: Werbeplanung - Marktforschung - Kommunikationsforschung - Mediaforschung, Focus-Lexikon, Vol. 1 - 3, Munich</li> <li>• Rogge, H.-J.: Advertising, Ludwigshafen</li> <li>• Unger F. / Durante, N. / Rose P. M.: Kommunikations- und Identitätspolitik, Cologne et al.</li> <li>• Vergossen, H.: Marketing Communication, Ludwigshafen <u>Technologies, Strategies and Controlling of Marketing Communications</u></li> <li>• Brosius, H./Koschel, F.: Methoden der empirischen Kommunikationsforschung, Wiesbaden</li> <li>• Möhring, W./Schlütz, D.: Die Befragung in der Medien- und Kommunikationswissenschaft, Wiesbaden</li> <li>• Piwinger, M. / Porak, V.: Kommunikationscontrolling, Wiesbaden</li> <li>• Spanier, J.: Werbewirkungsforschung und Mediaentscheidung, Munich</li> <li>• Trommsdorff, V.: Werbe-Pretests - Praxis und Erfolgsfaktoren, Stern-Bibliothek</li> </ul>
Keywords	<p>Communication strategy, integrated communication, communication management, strategic and operational communication planning, communication mix</p> <p>Advertising success/effect, impact monitoring and measurement, advertising tracking, market media analyses</p>
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## MMM2050: Computer- aided Marketing

<b>Computer-aided Marketing</b>	
Module ID	MMM2050
Semester	4
Credits	6
SWS	4
Frequency	Every semester
Associated courses	MMM2051 Digital Marketing (2 SWS / 3 Credits) AQM2031 Multivariate Statistical Methods (2 SWS / 3 Credits)
Prerequisites	At least 50 credits earned from the first stage of study.
Assessment Methods and duration	Digital Marketing: PLK - 60 minutes Multivariate Statistical Methods: PLH/PLR
Requirements for granting of credits	Passing the respective examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	NN
Language	German
Module Duration	1 semester
Module Coordinator	Merz, Yasmin
Lecturer(s)	Merz, Yasmin; Klein, Thilo
Subject area / course of study	Multivariate Statistical Methods: Quantitative methods Digital Marketing: Marketing Communication and Advertising
Applicability in other programs	Also offered for the bachelor's degree program "Business Administration / Media Management and Advertising Psychology".
Pedagogical Approach	<u>Digital Marketing</u> : Lecture with exercises <u>Multivariate Statistical Methods</u> : Seminar-style teaching with case studies
Objectives	<p><u>Digital Marketing</u></p> <ul style="list-style-type: none"> <li>• Students gain in-depth knowledge of online marketing and its integration into integrated corporate communications.</li> <li>• They know the possibilities and limitations of these technologies and are able to examine and evaluate the usefulness of using certain communication technologies.</li> <li>• They know the different forms of advertising on the Internet as well as e-commerce business models.</li> <li>• You can analyze and optimize web presences with regard to search engine and usability.</li> </ul> <p><u>Multivariate Statistical Methods</u></p> <ul style="list-style-type: none"> <li>• Students will be familiar with statistical data analysis techniques and be able to apply them to specific research questions.</li> </ul>

	<ul style="list-style-type: none"> <li>You will be able to analyze data using SPSS and interpret and present the results.</li> </ul> <p>The module thus primarily serves to deepen knowledge and to acquire instrumental competence. The course Computer-based Management Methods also contributes significantly to the acquisition of systemic and communicative competencies.</p>
Content	<p><u>Digital Marketing</u></p> <ul style="list-style-type: none"> <li>Introduction to modern media and communication technologies</li> <li>Strategic analysis of the use of new media</li> <li>Online advertising and e-commerce</li> <li>Optimization of web presences</li> </ul> <p><u>Multivariate Statistical Methods</u></p> <ul style="list-style-type: none"> <li>Application of computer-aided data analysis</li> <li>Data evaluation with statistical methods</li> <li>Interpretation and presentation of the results</li> </ul>
Relation to other modules	The module builds on the modules on Quantitative Methods as well as the course-specific modules of the previous semesters.
Workload	<p><u>Digital Marketing</u>: 2 x 15 SWS = 30 SWS contact hours plus 60h for preparation / rework</p> <p><u>Multivariate Statistical Methods</u>: 2 x 15 SWS = 30 SWS contact hours plus 60h for preparation / rework</p>
Literature	<ul style="list-style-type: none"> <li>Brosius, F.: SPSS, Heidelberg</li> <li>Bühl, A.: SPSS 20. introduction to modern data analysis, Munich</li> <li>Chaffey, M./ Ellis-Chadwick, F./Johnston, K. /Mayer, R.: Internet Marketing. Strategy, Implementation and Practice</li> <li>Fischer, M.: Website Boosting</li> <li>Wersig, G.: Information and communication technologies</li> </ul>
Additional Remarks	<p>The PLH and PLR examinations in the course "<u>Multivariate Statistical Methods</u>" are generally carried out in the form of teamwork in groups of 2 to 4 students (individual assignment reserved for PLH). The teamwork is also subject to self-evaluation by the students (this should help to sustainably support the promotion of social competence, cf. training teamwork in the SIK program).</p> <p>One of the two sub-courses is usually organized as a fast track, with completion of the exam(s) well before the normal exam period.</p>
Keywords	<p><u>Digital Marketing</u>: Simulation, Data Analysis, Online Marketing, E-commerce, Social Media, Search Engine Marketing</p> <p><u>Multivariate Statistical Methods</u>: multivariate methods, SPSS, statistics</p>
Last edited	February 2021

## MCO3210: Electives in Marketing Communication and Advertising

Electives in Marketing Communication and Advertising	
Module ID	MCO3210
Semester	6
Credits	6
SWS	4
Frequency	Every semester
Associated courses	<ul style="list-style-type: none"> <li>• MAR3111 Advertising Research (3 credits)</li> <li>• MCO3101 Social Media Research (3 credits)</li> <li>• MCO3102 Public Relations (3 credits)</li> <li>• IDS3010 Interdisciplinary Studies (3 credits)</li> <li>• MCO3211 Advanced Online-Marketing (3 credits)</li> <li>• MCO3104 Sales Promotion and Event Marketing (3 credits)</li> <li>• MCO3103 Dialogue Marketing (3 credits)</li> <li>• MKT3031 International Marketing (3 credits)</li> <li>• MKT3032 Sales (3 credits)</li> <li>• MKT3041 Service Marketing (3 credits)</li> <li>• MMM3011 Media Planning and Media Studies (3 credits)</li> </ul> <p>(alternative offers are possible, at least three of these subjects must be offered)</p>
Prerequisites	At least 50 credits earned from the first stage of study. MCO 3211 Advanced Online-Marketing: Participation in MMM2051 Digital Marketing mandatory.
Assessment Methods and duration	PLM/PLR/PLH/PLK - 45 or 60 minutes depending on the event.
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	Advertising Research, Social Media Research, Advanced Online-Marketing, Sales Promotion and Event Marketing, Dialogue Marketing, Media Planning and Media Studies: German  International Marketing, Service Marketing, Sales: Englisch  Public Relations, Interdisciplinary Studies: German or English
Module Duration	1 semester
Module Coordinator	Tropp, Jörg
Lecturer(s)	Professors of different courses of study / subject areas
Subject area / course of study	Marketing communication and advertising
Applicability in other programs	Individual elective offerings can also be taken by other degree programs

Objectives	<p>The elective module is designed to provide students with the opportunity to set an individual focus related to their course of study. The objectives differ depending on the electives offered: Students will gain in-depth knowledge in two of the elective areas offered.</p> <p>The module thus primarily serves to broaden and -deepen knowledge as well as to acquire instrumental competence.</p>
Content	<p><u>Advertising Research</u></p> <ul style="list-style-type: none"> <li>• Advertising planning process</li> <li>• Effectiveness criteria of advertising</li> <li>• Perception and design of advertising</li> <li>• Advertising research challenges</li> <li>• Reservations against pretests</li> <li>• Concept testing - screening of communication ideas</li> <li>• Advertising pre-tests in practice</li> <li>• Application examples</li> </ul> <p><u>Social Media Research</u></p> <ul style="list-style-type: none"> <li>• Types and characteristics of social media</li> <li>• Netnography</li> <li>• Social media monitoring</li> <li>• Online Research Communities</li> <li>• Methods of Social Media Research</li> </ul> <p><u>Public Relations</u></p> <p>Students learn the basics of understanding public relations and gain insight into the tasks of public relations in the context of corporate communications:</p> <ul style="list-style-type: none"> <li>• Definition, meaning and functions of PR</li> <li>• Reference groups and subject areas of PR</li> <li>• Important instruments of PR</li> <li>• Journalism basics</li> <li>• Media system in Germany incl. basics of press law</li> <li>• Strategic planning and conception of corporate communications and PR</li> <li>• Development and implementation of the most important PR and communication tools</li> </ul> <p><u>Advanced Online-Marketing</u></p> <p>Building on the fundamentals of MCO2101 Digital Marketing, the Advanced Online-Marketing takes an in-depth look at a specific aspect of online marketing.</p> <p>This can be an online tool (e.g. email marketing, search engine marketing, website, social media or similar) or a specific aspect of online marketing (e.g. web analytics, web controlling).</p> <p><u>Sales Promotion and Event Marketing</u></p> <ul style="list-style-type: none"> <li>• Instruments of event marketing and sales promotion</li> <li>• Management of event marketing and sales promotion</li> <li>• Application in the B to C, B to B and service sectors.</li> <li>• Case Studies</li> </ul>

	<p><u>Dialogue Marketing</u></p> <p>Students gain in-depth knowledge of dialog marketing and customer relationship, in particular:</p> <ul style="list-style-type: none"> <li>• History, status quo and trends in dialog marketing</li> <li>• Strategic management approaches in dialog marketing</li> <li>• Operational management of dialog marketing: analysis, planning, implementation, control</li> </ul>
Relation to other modules	The module is based on the taught course-specific courses of the 3rd and 4th semester.
Workload	2 x 15 SWS = 30 SWS attendance time, plus 60 hours each for preparation and follow-up, independent literature study, processing of case studies and exercises, and exam preparation.
Literature	To be determined in the individual events
Additional Remarks	<p>The entire module or an individual course of the module can also be completed as part of a study semester abroad. Modules or courses related to the major field of study are eligible for recognition.</p> <p>English language offerings within the module are offered as part of the International Study Program. Credits earned will count toward the 12-credit requirement existing in the program.</p> <p><b>Individual courses, especially courses taught in English by visiting professors, can be organized as fast-track courses (with examination(s) well before the normal examination period).</b></p>
Keywords	Advertising Research, Social Media Research, International Marketing, Dialog Marketing, CRM, PR, Media Planning, Market Media Studies, Sales Promotion, Event Marketing, Online Marketing, Online Tools, Website, Social Media Conception, Web Analytics
Last edited	February 2021

## MCO3410: Business Project in Advertising

<b>Business Project in Advertising</b>	
Module ID	MCO3410
Semester	6
Credits	10
SWS	4
Frequency	Every semester
Associated courses	MCO 3411: Business Project in Advertising and Marketing-Communication
Prerequisites	At least 50 credits earned from the first stage of study.
Assessment Methods and duration	PLH/PLR/PLP
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 in groups of max. 10-15 students.
Language	German
Module Duration	1 semester
Module Coordinator	Tropp, Jörg
Lecturer(s)	Theobald, Elke; Tropp, Jörg
Subject area / course of study	Marketing communication and advertising
Applicability in other programs	None
Pedagogical Approach	Project work
Objectives	<p>As part of the practical project, students are expected to solve a complex management or research) task from the field of marketing/communication.</p> <p>Based on a briefing from practice (usually by a company), the project is to be worked on independently by student teams under the supervision of a professor, from the analysis of the initial situation, the development of the methodological approach, the implementation and evaluation of the empirical study to the presentation of results and recommendation of action.</p> <p>The results should be documented in writing and presented orally to the "client".</p> <p>In addition to the application and consolidation of specialist knowledge, interdisciplinary skills, social skills and methodological skills (presentation) should also be trained.</p> <p>The module thus primarily serves to deepen knowledge and to acquire instrumental, systemic and communicative competence.</p>



Content	Solution of a concrete practical task or development and implementation of a research project; contents and concrete task depend on the respective project.
Relation to other modules	The module is based on the course-specific events of the 3rd and 4th semesters, in particular the module "Advanced Marketing Communications". The module prepares for the thesis as an independent scientific final paper.
Workload	In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 240 h for preparation and follow-up work and independent project work.
Literature	Depends on the topic and will be announced in the course.
Keywords	Project work, marketing management, communication management, communication planning and conception
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## MCO4110: Marketing Communication and Law

<b>Marketing Communication and Law</b>	
Module ID	MCO4110
Semester	7
Credits	8
SWS	5
Frequency	Every semester
Associated courses	LAW4101: Intellectual Property, Information and Data Protection Law (4 SWS/5 Credits) MCO4111: Current Topics of Marketing Communication (1 SWS / 3 Credits)
Prerequisites	Completed first stage of studies Achievement of all 3rd semester cross-curricular credits and achievement of 12 credits in English language modules/courses.
Assessment Methods and duration	Intellectual Property, Information and Data Protection Law: PLR/PLP/ PLK - 90 minutes Current Topics of Marketing Communication: PLH/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	Intellectual Property, Information and Data Protection Law: max. 90 students Current Topics of Marketing Communication: max. 40 students
Language	German
Module Duration	1 semester
Module Coordinator	Gaiser, Brigitte / Wechsler, Andrea
Lecturer(s)	<u>LAW4101 Intellectual Property, Information and Data Protection Law</u> Professors from the Business Law program MCO4111 Current Topics of Marketing Communication Lecturers of the study program
Subject area / course of study	Law; Marketing Communications and Advertising program
Applicability in other programs	<u>Intellectual Property, Information and Data Protection Law</u> is also offered for the Bachelor's degree program "BW/Media Management and Advertising Psychology" and as a module "Law in Marketing" (LAW2300) for the degree programs "BW/Marketing" and "BW/ Market Research and Consumer Psychology".
Pedagogical Approach	LAW4101 <u>Intellectual Property, Information and Data Protection Law</u> Lecture with exercises MCO4111 Current Topics of Marketing Communication Seminar teaching

Objectives	<p><u>Intellectual Property, Information and Data Protection Law</u></p> <p><i>Legal expertise:</i> Students...</p> <ul style="list-style-type: none"> <li>• acquire knowledge of the nature, justification and structure of intellectual property law, multimedia and Internet law and know the different types of property rights</li> <li>• have the necessary basic knowledge to protect industrial property rights (patents, utility models, registered designs, trademarks) nationally, European and internationally</li> <li>• know and understand the relevance of the international dimension of legal protection.</li> <li>• are able to exploit and defend industrial property rights and copyrighted works</li> <li>• have basic knowledge in the field of new media as well as in-depth knowledge in the field of substantive competition law</li> </ul> <p><i>Critical thinking and analytical skills:</i></p> <p>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 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><i>Ethical Awareness:</i></p> <p>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><i>Communication Skills:</i></p> <p>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><i>Current Topics of Marketing Communication:</i></p> <p>Students will learn about current developments and challenges in marketing communications.</p> <p>The module primarily serves to broaden and deepen knowledge and, in the course MCO4111: Current Topics in Marketing Communication, additionally to acquire instrumental and communicative competencies.</p>
Content	<p><u>Intellectual Property, Information and Data Protection Law:</u></p> <ul style="list-style-type: none"> <li>• Overview of the various industrial property rights as well as copyright law</li> <li>• Main features of the ... <ul style="list-style-type: none"> <li>○ Patent and utility model law</li> <li>○ Design Law</li> <li>○ Trademark Law</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Copyright</li> <li>○ Competition law</li> <li>● Overview of the structure, systematics and content of multi-media, data protection and Internet law, including domain law and e-commerce law.</li> <li>● Current issues in intellectual property law, multimedia and Internet law, with special attention to their relevance for the media industry</li> </ul> <p><u>Current Topics of Marketing Communication:</u> Students are familiar with current developments and challenges in marketing communication.</p>
Relation to other modules	Basis are the course-specific courses of the 3rd semester as well as all law lectures
Workload	<p><u>Intellectual Property, Information and Data Protection Law</u> 150 hours, including 60 hours of contact time and 90 hours of preparation and follow-up (self-study).</p> <p><u>Current Topics of Marketing Communication</u> 1 x 15 SWS = 15 SWS attendance time plus 75 h for preparation and post-processing, independent study of literature, processing of case studies, preparation of paper/presentation</p>
Literature	<p><u>Intellectual Property, Information and Data Protection Law</u></p> <ul style="list-style-type: none"> <li>– Branahl: Medienrecht, eine Einführung, Wiesbaden, Springer</li> <li>– Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, C.F. Müller Verlag, Heidelberg</li> <li>– Ensthaler: Industrial Property Rights and Copyright, Springer Verlag, Berlin/Heidelberg</li> <li>– Fechner: Media Law, UTB, Stuttgart</li> <li>– Götting/Hubmann: Gewerblicher Rechtsschutz, CH. Beck Verlag, Munich</li> <li>– Haug, Grundwissen Internetrecht, Kohlhammer</li> <li>– Lettl, Urheberrecht (Grundrisse des Rechts), CH. Beck Verlag, Munich</li> <li>– Ohly, Fälle zum Schwerpunkt Geistiges Eigentum, CH Beck Verlag, Munich</li> </ul> <p>In each case in the current edition</p> <p><u>Current Topics of Marketing Communication:</u> Contents will be adapted to current developments. Literature will be announced in the respective course.</p>
Additional Remarks	<p>The module is offered in the 7th semester in blocks within the first 6 or 7 weeks of lectures.</p> <p>The course "<u>Current Topics of Marketing Communication</u>" of the module can also be completed as part of an equivalent performance during a semester abroad.</p>
Keywords	<p>Competition law, copyright law, patent law, data protection, trademark law, property rights, internet law, design law, multi-media law, media law,</p> <p>Marketing communication, communication business, trends</p>
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