

Advertising (Marketing Communications)

Semester 1

Semester 2

AQM1501 -

BIS1501 - Foundations in Business Information Systems

ID	BIS1501
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLV
Language	German
category	Course
Discipline	Business Information Systems
Pedagogical Approach	Lecture
Key words	Database Operating systems IT applications / information systems Data Modelling Computer networks
Catalog Entry	<p>Introductory course for all business students in Pforzheim which gives a general overview concerning “IT in business”. Especially introduces basic concepts and keywords of computer science in business. In detail we discuss fundamentals of information and communication technology, we talk about hardware and operating systems, discover how computer networks work and learn how to build applications (includes several hands-on trainings) We talk about databases and how to build and manipulate them using SQL. Finally we discuss IT-security. The overall objective of the course is to introduce basic concepts and keywords and to get the students to a general understanding using formalized methods to describe solutions.</p>

GMT1501 - General Management: Foundation Course

ID	GMT1501
Level	Entry Level

Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Catalog Entry	<p>These courses provide the students with an understanding of the fundamental problems facing a company together with the constituent parts of a company and their contribution to solving these problems. The first part, in the first semester, considers various general management aspects and consists of the following topics: the business system, the management process, planning systems, decision making, leadership, cost theory, selection of appropriate location for and legal constitution of the company.</p>

GMT1502 - Book Keeping	
ID	GMT1502
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Catalog Entry	<p>The course covered the legal regulations for book keeping and preparing the financial accounts. In particular the general systems used in practice are demonstrated: T-accounts, asset accounts, profit/loss accounts, etc. The typical versions of chart of account are considered and subsequently used to record the more typical business transactions. Accounting standards considered were</p>

	according to the German law.
--	------------------------------

LAW1501 -

SSC1502 - Elective A: Political science 1

ID	SSC1502
Level	Entry Level
Hours per week	2
Frequency	Every Semester
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture
Catalog Entry	This course covers the the political system of the Federal Republic of Germany, comparison of the political systems and the international relationships especially the foreign policy of Federal Republic of Germany.

SSC1503 - Elective A: Psychology 1

ID	SSC1503
Level	Entry Level
Hours per week	2
Frequency	Every Semester
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture
Catalog Entry	This course makes the students familiar with the most important areas of psychology, which are relevant for economists (e.g. consumer behavior, industrial psychology, etc.).

SSC1504 - Elective A: Sociology 1

ID	SSC1504
----	---------

Level	Entry Level
Hours per week	2
Frequency	Every Semester
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture
Catalog Entry	The main focus of this course ist the the study of social life, social change, and the social causes and consequences of human behavior.

Semester 3

AQM2501 -

GMT2501 - General Management: Key Functions

ID	GMT2501
Level	Entry Level
Credits	6 Credits
Hours per week	5
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Catalog Entry	These courses provide the students with an understanding of the fundamental problems facing a company together with the constituent parts of a company and their contribution to solving these problems. In the second semester the various functions within the company are considered: Production, Marketing/Sales, Procurement, Human Resources Management.

GMT2502 - Management Accounting	
ID	GMT2502
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Catalog Entry	The course demonstrated the relationship between management and financial accounting. This course includes an appreciation of direct and indirect/overhead costs as well as various internal and opportunity costs. Approaches for allocating overhead costs to products and the definition of the internal costs are also considered. The differences and uses of absorbing costing and contribution margin methods are also demonstrated. The principles of current costing approaches are introduced, e.g. target costing, activity based costing, etc.

LAW1502 -

MCO2501 - Introduction to Advertising	
ID	MCO2501
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture

Key words	Marketing Communications Above und Below the Line Advertising Classical and Modern Advertising Pitch
Responsible:	Theobald, Elke
Catalog Entry	The objective of this course is to provide students with a first insight into the topics and issues of advertising.
Content	<ul style="list-style-type: none"> • General conditions of advertising • General terms • Overview of communication instruments • Overview of the central bodies in the advertising industry (advertising agencies, advertiser, media, institutions) • Overview of problems in the advertising sector

SSC2502 - Elective A: Political science 2 and 3

ID	SSC2502
Level	Entry Level
Credits	4 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture
Catalog Entry	This course covers the the political system of the Federal Republic of Germany, comparison ot the political systems and the international relationships especially the foreign policy of Federal Republic of Germany.

SSC2503 - Elective A: Psychology 2 and 3

ID	SSC2503
Level	Entry Level
Credits	4 Credits
Hours per week	4

Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture
Catalog Entry	This course makes the students familiar with the most important areas of psychology, which are relevant for economists (e.g. consumer behavior, industrial psychology, etc.).

SSC2504 - Elective A: Sociology 2 and 3

ID	SSC2504
Level	Entry Level
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture
Catalog Entry	The main focus of this course ist the the study of social life, social change, and the social causes and consequences of human behavior.

TAX2501 -

Semester 4

AQM2502 -

AQM2503 -

ESR2501 - Elective C: Economic and Social History - Part 1	
ID	ESR2501
Level	Advanced Level I
Hours per week	4
Frequency	Every Semester
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The elective course Economic and Social History describe economic and social processes with the historic background.

ESR2502 - Elective C: European Economic Relations - Part 1	
ID	ESR2502
Level	Advanced Level I
Hours per week	4
Frequency	Every Semester
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The elective course European Economic Relations provides a fundamental introduction into the economic aspects of the European integration.

ESR2503 - Elective C: Environmental Economics - Part 1	
ID	ESR2503
Level	Advanced Level I
Hours per week	4
Frequency	Every Semester
Language	German

category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The first part of the elective course Environmental Economics provides an introduction into the topic environmental protection and describes the most important aspects.

ESR2504 - Elective C: Business and Corporate Ethics - Part 1

ID	ESR2504
Level	Advanced Level I
Hours per week	4
Frequency	Every Semester
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The first part of the elective course Business ethics covers the fundamentals of ethics, business ethics and the management of ethics.

GMT2503 - Financial Accounting and Analysis

ID	GMT2503
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLH/PLR
Examination time	90 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Interactive approach

Catalog Entry	The course encompasses 2 semesters. In the first semester the fundamentals of the financial accounts are considered. This includes the structure of the balance sheet and profit & loss account, the contents of each position and the various methods available for evaluating them, the development of the fixed assets, cash flow statement and a general analysis of the accounts.
---------------	--

GMT2504 - Principles of Finance

ID	GMT2504
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP
Examination time	90 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Interactive approach
Catalog Entry	The course encompasses 2 semesters. In the second semester the basics of investment decisions and financing a company are considered. This section includes: methods of evaluating investments, finance planing/budgeting, methods of internal and external financing, issuing shares, overview of modern finance instuments.

MCO2502 - Marketing 1

ID	MCO2502
Level	Entry Level
Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes

Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Marketing Management Marketing Planning Marketing Strategies Position Brand Management
Responsible:	Theobald, Elke
Catalog Entry	<p>This course introduces students to the fundamental concepts of marketing and marketing management. Above all, the following topics will be part of the discussion:</p> <p>Marketing planning/ strategies and Brand Management</p> <ul style="list-style-type: none"> • Conceptual basics • Management process in marketing • Situation analysis in marketing • Instruments and contents of strategic marketing planning • Strategic options (alternative marketing strategies) • Concept and functions of brands • Process of brand management • Brand positioning • Principles of brand management

Semester 5

AQM3503 -

ESR3501 - Elective C: Economic and Social History - Part 2

ID	ESR3501
Level	Advanced Level I
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Economics

Pedagogical Approach	Interactive approach
Catalog Entry	The elective course Economic and Social History describe economic and social processes with the historic background.

ESR3502 - Elective C: European Economic Relations - Part 2

ID	ESR3502
Level	Advanced Level I
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The elective course European Economic Relations provides a fundamental introduction into the economic aspects of the European integration.

ESR3503 - Elective C: Environmental Economics - Part 2

ID	ESR3503
Level	Advanced Level I
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLP
Examination time	90 minutes
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The second part of the elective course Environmental Economics covers the economic fundamentals and the topic environmental policy.

ESR3504 - Elective C: Business and Corporate Ethics - Part 2	
ID	ESR3504
Level	Advanced Level I
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/
Examination time	90 minutes
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Catalog Entry	The second part of the elective course Business ethics covers the importance of the ethics and the global economic circumstances of the action of enterprises and entrepreneurs.

GMT3502 - Elective B: International Trade - Part 1	
ID	GMT3502
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Language	English and German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Foreign trade
Responsible:	Freitag, Ulrich; Manthey, Manfred
Catalog Entry	This course covers the process of internationalization for companies, international marketing and foreign trade financing.

Content	<p>The course contains the following main topics:</p> <ol style="list-style-type: none"> 1. The process of internationalization for companies: exporting, importing, license business, BOT-contracts, counter trade, forms of investment in foreign countries (joint venture, mergers, acquisitions), contract manufacturing, risk management in foreign trade 2. International Marketing: market research for foreign markets, international product, price, distribution, communication and service policy 3. Foreign trade financing: international payment transactions, documentary collection, letter of credit, bank guarantees in foreign trade, foreign exchange trade, hedging, forms of foreign trade financing, export credit insurance.
---------	---

GMT3504 - Elective B: Bank Management - Part 1	
ID	GMT3504
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Banking Investment fund Stocks Capital market Loan security
Catalog Entry	<p>Banking Management covers a broad field. The products of banking are often invisible and intangible, but have impacts on many different business areas (e.g. law and regulations, finance, marketing, organization). The continuous changes in banking with respect to technology, regulations, risks and competition present challenges which a bank manager must solve. A broad knowledge base and good skills are needed to meet these challenges. The course covers all relevant topics of banking business with strong emphasis on the risks, particularly interest and default risks. The course is subdivided in 4 parts:</p> <ul style="list-style-type: none"> • The Banking System (Structure and Functions of a

	<p>Bank, Regulations of Money and Banking).</p> <ul style="list-style-type: none"> • Bank Services (Payment Transactions; Deposit Services; Non-deposit Investment Products in Banking; Bank Lending – Policies, Procedure and Case Studies; Agency Business). • Banking Policy and Bank Marketing Strategy (Banking Policy; Bank Marketing Strategy). • Bank Performance, Risk Management and Portfolio Management.
--	---

GMT3506 - Elective B: Management of the Industrial Enterprise - Part 1

ID	GMT3506
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Production Planning Product program Procurement Process Product innovation Quality Management
Catalog Entry	The course contains the following main topics: a brief history of production, payment systems, methods of production, investment planning, material resource planning, capacity planning, industrial research and design, planning for innovation, program planning, outsourcing, productions planning and scheduling and quality management.

GMT3508 - Elective B: Management of the Retail Enterprise - Part 1

ID	GMT3508
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Language	German

category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Retail Wholesale Service Merchandising
Catalog Entry	This course includes, the basics of retailing in particular the company form and functions, problems relating to competition law, decision making in retail/wholesale (purchasing, warehousing, pricing, advertising, service provision), information and controlling systems.

LAW3501 -

LAW3502 -

LAW3504 -

MCO3501 - Marketing 2

ID	MCO3501
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	Marketing 1
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	Marketing Mix Product Policy Distribution Pricing Policy Merchandising
Responsible:	Theobald, Elke
Catalog Entry	This course requires an understanding of the contents of Marketing 1. The students will acquire a detailed understanding of the different instruments of the

	<p>Marketing-Mix. Exercises and case studies will make it easier for the students to comprehend the subject matter in practice.</p> <p>The following gives an overview of the course topics:</p> <p>Fundamental Instruments of Marketing</p> <ul style="list-style-type: none"> • Planning of the Marketing-Mix (action planning) • Product and price policy • Distribution policy • Measurement of results • Coordination of the instrumental use
Content	<p>Fundamental Instruments of Marketing</p> <ul style="list-style-type: none"> • Planning of the Marketing-Mix (action planning) • Product and price policy • Distribution policy • Measurement of results • Coordination of the instrumental use

MCO3502 - Market and Advertising Research	
ID	MCO3502
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Market and opinion research Consumer and Trade Panel Micro Test Market Empirical social research Advertising Tracking
Responsible:	Theobald, Elke
Catalog Entry	Information is the basis of every marketing decision. This course gives students an insight into the methods and

	<p>instruments of market research. A special emphasis will be placed on the planning of market research projects resp. the methodical processes of empirical social research. Furthermore, the students will get an overview of fundamental inquiry methods (interview, observation, experiment), above all special inquiry methods in marketing (panels and micro test markets) as well as methods of advertising effect research.</p>
--	---

MCO3503 - Market and Advertising Psychology	
ID	MCO3503
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Motivation Emotions Cognitive Processes Advertising Psychology Apperception
Responsible:	Theobald, Elke
Catalog Entry	<p>In order to successfully communicate and advertise, it is essential to know and comprehend the relevant target group. The more the psychological factors of one's behavior are known, the more likely an adequate communicative/ promotional tool can be used to reach and convince the target group.</p> <p>After a thorough introduction into the subject matter, the lecture will comprise the following aspects: Modelling the process of perception, cognition and memorizing (information reception/information processing – perception/ information storage – learning), activation, emotion, involvement, motivation. Attitude and group communication, forming of social judgements, image-theory, market segmentation approaches/lifestyle approaches, models of purchasing patterns, intercultural aspects of purchasing patterns</p>

MCO3504 - Marketing Communication 1	
ID	MCO3504
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Integrated communication Communication Management Advertising material Advertising Planning Media Planning
Responsible:	Theobald, Elke
Catalog Entry	This lecture intends to acquaint students with the prerequisites and basics of integrated communications management. A fundamental understanding of the concept of integrated communications as well as a substantial insight into the functions of communication management and publicity planning are the aims of this course.
Content	<p>The following list gives an overview of this lecture's contents:</p> <p>Overview and basics of Integrated Marketing Communications</p> <ul style="list-style-type: none"> • Operation fields and terms of Integrated Marketing Communications • Importance of communications policy/advertising • Bodies and institutions of marketing communications <p>Strategic Communications Planning</p> <ul style="list-style-type: none"> • Analysing the starting situation • Defining the communication goals • Determining the communication strategy <p>Advertising planning (analysis, strategy and action</p>

	planning)
--	-----------

Semester 6

ECO3504 - Economics Workshop	
ID	ECO3504
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLH+PLR
Language	German
category	Course
Discipline	Economics
Pedagogical Approach	Interactive approach
Responsible:	Wienert, Helmut
Catalog Entry	Within this seminar the students have to work on current economic issues. The students have to submit a term paper and they have to make a presentation about it in classroom.
Usability in other courses	

GMT3501 - Strategic Management	
ID	GMT3501
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Interactive approach

Catalog Entry	<p>The course considers the basic strategic problems which a company has to address and the principles and instruments currently used to explain and solve these problems. The content of the course includes the following Topics: Introduction to strategic management, the strategic options, the company audit, value-chain analysis, benchmarking, industry analysis, competitor analysis, evaluation of the strategic position, futures analysis, company culture and mission statement.</p>
Content	<p>The term "Strategy" means different things to different people depending upon the size of a company, prevalent time horizon, environmental situation etc. Nonetheless, a starting situation, an end scenario and the way in which these two situations are bridged remain the essentials of the strategic management process. We will approach the overall problem from a processual standpoint. The main question in the strategic development process - formulation, communication, implementation and review - will be addressed in a chronological sequence. The answers to the ensuing questions will be developed with the assistance of a number of analytical instruments which structure and simplify the situation, thus enabling alternative solutions to be found and evaluated. These instruments constitute a tool-kit which can be applied to all possible combinations of companies and environments. However, it should be recognised that because of complexity of the strategic management task no "standard solutions" are available</p>

GMT3503 - Elective B: International Trade - Part 2	
ID	GMT3503
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	English and German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture

Key words	Foreign trade
Responsible:	Freitag, Ulrich; Manthey, Manfred
Catalog Entry	This course covers the process of internationalization for companies, international marketing and foreign trade financing.
Content	<p>The course contains the following main topics:</p> <ol style="list-style-type: none"> 1. The process of internationalization for companies: exporting, importing, license business, BOT-contracts, counter trade, forms of investment in foreign countries (joint venture, mergers, acquisitions), contract manufacturing, risk management in foreign trade 2. International Marketing: market research for foreign markets, international product, price, distribution, communication and service policy 3. Foreign trade financing: international payment transactions, documentary collection, letter of credit, bank guarantees in foreign trade, foreign exchange trade, hedging, forms of foreign trade financing, export credit insurance.

GMT3505 - Elective B: Bank Management - Part 2	
ID	GMT3505
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Banking Investment fund Stocks Capital market Loan security
Catalog Entry	Banking Management covers a broad field. The products of banking are often invisible and intangible, but have impacts

	<p>on many different business areas (e.g. law and regulations, finance, marketing, organization). The continuous changes in banking with respect to technology, regulations, risks and competition present challenges which a bank manager must solve. A broad knowledge base and good skills are needed to meet these challenges. The course covers all relevant topics of banking business with strong emphasis on the risks, particularly interest and default risks. The course is subdivided in 4 parts:</p> <ul style="list-style-type: none"> • The Banking System (Structure and Functions of a Bank, Regulations of Money and Banking). • Bank Services (Payment Transactions; Deposit Services; Non-deposit Investment Products in Banking; Bank Lending – Policies, Procedure and Case Studies; Agency Business). • Banking Policy and Bank Marketing Strategy (Banking Policy; Bank Marketing Strategy). • Bank Performance, Risk Management and Portfolio Management.
--	--

GMT3507 - Elective B: Management of the Industrial Enterprise - Part 2	
ID	GMT3507
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Production Planning Product program Procurement Process Product innovation Quality Management
Catalog Entry	<p>The course contains the following main topics: a brief history of production, payment systems, methods of production, investment planning, material resource planning, capacity planning, industrial research and design, planning for innovation, program planning, outsourcing,</p>

	productions planning and scheduling and quality management.
--	---

GMT3509 - Elective B: Management of the Retail Enterprise - Part 2

ID	GMT3509
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Retail Wholesale Service Merchandising
Catalog Entry	This course includes, the basics of retailing in particular the company form and functions, problems relating to competition law, decision making in retail/wholesale (purchasing, warehousing, pricing, advertising, service provision), information and controlling systems.

GMT3511 - Management Seminar

ID	GMT3511
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLM/PLP/PLH/PLR
Language	German or English
category	Course
Discipline	Business Administration
Pedagogical Approach	Project Course

MCO3505 - Marketing Communication 2	
ID	MCO3505
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	Marketing Communication 1
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	Advertising Design Advertising Format Below the Line Communication Advertising Control Sponsoring
Responsible:	Theobald, Elke
Catalog Entry	Prerequisite of this course is Marketing Communications 1. Students will learn more about classical advertising. They will also get a deep insight into the realization and control of advertising decisions. The different fields of duties and operation methods of the agencies will also be discussed. Besides classical advertising, students will be acquainted with new communication instruments and developments in communication.
Content	Classical Advertising Realization of advertising decisions Advertising agencies as the central body of classical advertising Advertising control Sponsoring, Product Placement, Guerillia-Marketing, Viral Marketing Options and limits, success factors Case studies

MCO3506 - Communication Techniques in Marketing	
ID	MCO3506
Level	Advanced Level I

Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK/
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	e-Commerce Internet Marketing Email Marketing Permission Marketing Multimedia
Responsible:	Theobald, Elke
Catalog Entry	<p>Within the scope of Integrated Communications new communication devices gain in importance. This lecture gives an overview. The following topics are contents of this course:</p> <ul style="list-style-type: none"> • Introduction to media and communication technology • Classification efforts of media and communication technologies • Basics of multimedia systems (digital data, compression procedure, data formats of discrete and continuous media, introduction to different application systems) • Introduction to new communication technologies (optical storage media, digital radio media (iTV), netbased media) • Strategic analysis of the use of new media • Development of different multimedia systems in different fields of technology (f. ex. DVD, internet) • Introduction to online communication and e-commerce
Content	<ul style="list-style-type: none"> • Introduction to media and communication technology • Classification efforts of media and communication technologies • Basics of multimedia systems (digital data, compression procedure, data formats of discrete and continuous media, introduction to different application systems) • Introduction to new communication technologies

	<p>(optical storage media, digital radio media (iTV), netbased media)</p> <ul style="list-style-type: none"> • Strategic analysis of the use of new media • Development of different multimedia systems in different fields of technology (f. ex. DVD, internet) • Introduction to online communication and e-commerce
--	---

MCO3507 - Printproduction	
ID	MCO3507
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	Preproduction Print production Set Fair Drawing Postproduction
Responsible:	Theobald, Elke
Catalog Entry	<p>The realization of an advertising idea into material communication media (a production) is of utter importance for the communication success. It is the idea of this seminar to give students an insight into the concept and workings of the producer and the production. As a consequence, this will lead to a better cooperation in the management section of agencies and brand management resp. communication and marketing decisions will be made while taking the other aspects into account.</p> <p>Print processes (procedure, advantages and disadvantages), process from fair drawing to the finished print</p>

MCO3508 - Filmproduction	
ID	MCO3508
Level	Advanced Level I
Credits	3 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Preproduction Print production Postproduction Set Fair Drawing
Responsible:	Theobald, Elke
Catalog Entry	<p>The realization of an advertising idea into material communication media (a production) is of utter importance for the communication success. It is the idea of this seminar to give students an insight into the concept and workings of the producer and the production. As a consequence, this will lead to a better cooperation in the management section of agencies and brand management resp. communication and marketing decisions will be made while taking the other aspects into account.</p> <p>The making of a movie – from its preproduction to its postproduction. What role do screenwriters, producers, cameramen and all others play that take part in the production of a movie? What are the latest movie trends? What are the differences between an advertising film and a feature film? What are graduates' prospects in the film and media sector?</p>

MCO3509 - Selective (DTP/Text/Photography)	
ID	MCO3509
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	Fotoshooting Headline Slogan Body Copy Desktop Publishing
Responsible:	Theobald, Elke

Catalog Entry	<p>In order to successfully communicate it is also important to design a creative message. This seminar intends to introduce students to the concepts and thinking of the creative. As a consequence, this will lead to a better cooperation in the management section of agencies and brand management resp. communication and marketing decisions will be made while taking the other aspects into account.</p>
Content	<p>Desktop Publishing (DTP) In DTP students will get an insight into the different options of Desktop Publishing. Students will learn what hardware and software are needed, what technical aspects have to be considered when artwork is produced as well as the basics of typography and electronic image printing. Another emphasis is placed on the practical design of graphics, layouts and montages applying professional graphic software.</p> <p>Photography Basic terms of photography will be part of this seminar (focal distance, diaphragm, exposure time, format,...). The designing of photos will be discussed using photos students have taken and others. Photo conception/ briefing will be another topic. This refers to the actions that have to be taken in order to realize photos. At the end of the seminar, students will have to work on a photographic topic (conception/ briefing and photos). This effort will be graded.</p> <p>Text Basics of text layout: the power of the word, language, expression, introduction to semantics, the 4 basic laws of written communication. Technology of lyric writing: information gathering, investigation, stylistic device of dramatization, compression, redundancy, headline, slogan, body, copy, interrelation of image and text Special text features of different advertising media: advertisement, direct advertising, bills; radio and TV spots.</p>

MCO3510 - Direct Marketing	
ID	MCO3510
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Every Semester

Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	CRM Customer satisfaction Customer retention Direct marketing
Catalog Entry	This course focuses on the importance of customer care and loyalty in saturated markets by means of direct marketing. The students will get a detailed insight into direct marketing with reference to CRM.
Content	<p>An overview of all topics:</p> <ul style="list-style-type: none"> • Conceptual fundamentals of DM/CRM • Information basis of DM/CRM • Instruments of DM/CRM • Measurement of results • Organisational aspects

Semester 7

Semester 8

COL4999 - Scientific Colloquium

MCO4501 - Public Relation

ID	MCO4501
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLM/PLR/PLH
Language	German, English, French or Spanish
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach

Key words	Public Relations
Responsible:	Theobald, Elke
Content	<ul style="list-style-type: none"> • Introduction: definition, meaning and function of PR • Basics for a succesful PR-job: Why does the public notice certain issues and what methods are there to control them (news factors, issues management, agenda setting, handling gate keepers) • Communication with different target groups • PR instruments: press release, press conference, interview, etc. • Strategic PR • Crisis PR
ID	MCO4501
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLM/PLR/PLH
Language	German, English, French or Spanish
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Key words	Public Relations
Responsible:	Theobald, Elke
Content	<ul style="list-style-type: none"> • Introduction: definition, meaning and function of PR • Basics for a succesful PR-job: Why does the public notice certain issues and what methods are there to control them (news factors, issues management, agenda setting, handling gate keepers) • Communication with different target groups • PR instruments: press release, press conference, interview, etc. • Strategic PR • Crisis PR

MCO4502 - Elective: Sales Promotion / Event Marketing

ID	MCO4502
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Event marketing Sales promotion
Responsible:	Theobald, Elke
Catalog Entry	Modern advertising gains in importance due to changing conditions. Above all, sales promotion and event marketing are getting more and more important. This lecture wants to introduce students to these two complex communication instruments in detail.
Content	<p>Sales promotion:</p> <ul style="list-style-type: none"> • Objectives and instruments of the consumer, trade and staff promotions, • Importance and instruments of POS advertising • Special meaning and risks of price promotions • Sales promotion between manufacturer and trade • Options, limits and success factors • Practical examples/case studies <p>Eventmarketing</p> <ul style="list-style-type: none"> • Different kinds of events • Event management • Options, limits and success factors • Practical examples/ case studies

MCO4503 - Marketing and Advertising Seminar

ID	MCO4503
Level	Advanced Level II

Credits	8 Credits
Hours per week	6
Frequency	Every Semester
Kind of Examination	PLM/PLP/PLH/PLR
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Project Course
Key words	Teamwork Project work
Responsible:	Theobald, Elke
Catalog Entry	<p>In this project seminar, students will solve a complex research, marketing and/or communication task from a conceptual as well as from a creative perspective. Based on a briefing, students will work in teams under the supervision of a professor, analysing the starting situation, developing a marketing and/or communication strategy and implementing the project self-dependently.</p> <p>The results will be presented in form of a written documentation (booklet) as well as in form of a public oral presentation. Some may have to present their results even to a company.</p> <p>Besides applying and strengthening professional knowledge, it is also necessary to train multidisciplinary competencies, social competence and methodological knowledge.</p> <p>Practical scope to develop a marketing and/or communication concept.</p> <p>The practical scope depends on the project.</p>

ORA4997 - Oral Examination

THE4997 - Thesis