

Creative Communication and Brand Management

This three semester graduate-level degree has been set up for graduates of a business or design program. Through the combination of marketing communication, brand-management, and design aspects, this program of studies offers all the necessary skills to analyze and solve complex communication tasks and thus prepares students to take over management responsibilities in marketing communication and brand management. In addition to business fundamentals, the program contains instruments specific to the field of communication as well as management topics for a range of professional backgrounds.

Semester 1

CDC2014 - Aesthetics/Semiotics Theory of Design	
ID	CDC2014
Level	Advanced Level II
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLH/PLR
Examination time	60 minutes
Language	German
category	Course
Discipline	Design
Pedagogical Approach	Interactive approach
Catalog Entry	This course teaches basic theoretic approaches of Design and is to be understood as an interdisciplinary humanistic reflection of these approaches. They convey an overview of the history of design.

CDC2051 - Visioneering and Creative Strategies	
ID	CDC2051
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLR
Examination time	60 minutes
Language	English and German
category	Course
Discipline	Design
Pedagogical Approach	Lecture with exercises
Catalog Entry	This course gives an overview about the identification of strategic variables, about innovation offshoring-processes and about the development of visions for design under globalized conditions. Development of visions and management plans for concrete companies.

DUB1012 - Design and Management	
ID	DUB1012
Level	Advanced Level I
Credits	4 Credits
Hours per week	2

Frequency	Every Semester
Kind of Examination	PLR/PLP
Language	English and German
category	Course
Discipline	Design
Pedagogical Approach	Interactive approach
Catalog Entry	This course conveys corporate professional qualifications, basics of organisation and management under interdisciplinary aspects with the economy.

GMT5111 - Basics of Economics	
ID	GMT5111
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture

Catalog Entry	This lecture gives an overview of the basics of economics and conveys a broad comprehension of economic connections in business.
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KWS1011 - General History of Design	
ID	KWS1011
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK
Examination time	120 minutes
Language	German
category	Course
Discipline	Design
Pedagogical Approach	Lecture
Catalog Entry	Development of design under consideration of different kinds of design, political, cultural and economic changes as well as the influence of important designers and producers.

MAR2011 - Consumer Behavior (incl. Psychology of Advertising)	
ID	MAR2011
Level	Advanced Level I

Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM
Examination time	60 minutes
Language	English and German
category	Course
Discipline	Market Research
Pedagogical Approach	Lecture
Key words	Advertising Psychology Apperception Emotions Motivation
Responsible:	Naderer, Gabriele
Catalog Entry	Based on a thorough introduction into the topic, an in-depth overview of the following areas are provided: Modelling the process of perception, cognition and memorizing (reception and information processing – perception and 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

MCO2021 - Marketing Communication / Advertising	
ID	MCO2021
Level	Advanced Level I

Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Prerequisites	Principles of Marketing Communciation
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Below the Line Communication New Communication Tools Media-Mix Classical and Modern Advertising Communication Mix
Responsible:	Gaiser, Brigitte; Tropp, Jörg; Theobald, Elke
Objectives	<p>Students know the theories, methods and tools of marketing communication, they are able to</p> <ul style="list-style-type: none"> * plan and implement traditional and non-classical instruments of communication in a holistic management process * apply methods and tools of marketing communication to case study or practice project * present effective their communication / advertising plan.

Catalog Entry	This course covers the different areas of classical advertising. This includes analysis, concept planning and the realization of advertising decisions.
Content	<p>Planning of the communication mix as a part of communication planning Management of the instruments:</p> <ul style="list-style-type: none"> • Planning of advertising (analyses, strategy and planning of measures) • Implementation of advertising political decisions • Advertising agencies as central responsible of classic advertising <p>Sales Promotion (targets and instruments, possibilities and limits, factors of success)</p> <p>Sponsoring, Event Marketing, Product Placement, Guerrilla-Marketing, Viral Marketing, etc. (possibilities and limits, factors of success)</p> <p>Duties, organisation and functioning of communication agencies Implementation of the cognitions in case studies/practical projects</p>
Relationship with other courses	In this module the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.
Usability in other courses	In Parts admissible in Marketing and International Marketing

MCO5011 - Corporate Communication / Text lay-out in Advertising and Public Relation	
ID	MCO5011
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German

category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Catalog Entry	This lecture gives an introduction of corporate communication and Public Relation. The lay-out of strategic planning processes of communication as well as the lay-out of texts for Advertising and PR is looked at.

MCO5012 - Visual Design und Production

ID	MCO5012
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach
Catalog Entry	This course explains the conception and creative process of designers and producers.

MCO5013 - DTP - Desk Top Publishing

ID	MCO5013
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture with exercises
Catalog Entry	This course gives an overview of the latest developments of Desk Top Publishing. Content of the lecture is information about the necessary hard- and software, production aspects of artwork as well as basics of typography and electronic image processing.

MKT1011 - Marketing Planning & Strategies and Brand Management

ID	MKT1011
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM/PLR/PLH

Examination time	90 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Marketing Management Marketing Planning Brand Management Position Marketing Strategies
Responsible:	Linxweiler, Richard; Gaiser, Brigitte; Tilly, Herwig; Zerr, Konrad
Objectives	The students shall get deep going comprehensions about marketing. Marketing is to understand as an entrepreneurial tenor. All decisions concerns direct or indirect the market, therefore they have to be geared to the requirements of the market. The students shall become acquainted with central duties of marketing management.
Catalog Entry	This course introduces students to the fundamental concepts of marketing and marketing management.
Content	<ul style="list-style-type: none"> • Principles • Process of marketing management • Marketing analysis • Instruments of strategic marketing planning • Principle marketing strategies • Concept and functions of brands • Process of brand management • Brand positioning • Principles of brand management
Relationship with other courses	This lecture is the basis for marketing comprehension and a requirement to comprehend the special lectures in this study course.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

MKT1012 - Introduction Principles of Marketing	
ID	MKT1012
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Merchandising Product Policy Marketing Mix Pricing Policy
Responsible:	Linxweiler, Richard; Tilly, Herwig; Gaiser, Brigitte; Zerr, Konrad
Objectives	The students will acquire a detailed understanding of the different instruments of the Marketing-Mix.
Catalog Entry	This course covers the different instruments of the Marketing-Mix.
Content	<ul style="list-style-type: none"> • Marketing mix planning • Product and pricing policy • Distribution policy • Marketing audit • Coordination of instruments
Relationship with other courses	This lecture is the basis for comprehension of the special lectures in the study course Marketing Communication /

	Advertising.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

MKT2012 - Information and Communication Technologies in Marketing	
ID	MKT2012
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLR
Examination time	60 minutes
Language	German
category	Course
Prerequisites	Introduction Marketing Communication
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Digital Media IPTV online marketing
Responsible:	Theobald, Elke
Objectives	Within the scope of Integrated Communications new communication devices gain in importance. This lecture gives an overview. The following topics are contents of

	<p>this course:</p> <ul style="list-style-type: none"> • Understanding of new communication technologies and classification to classic media technique • Classification models and selection processes for the assignment of communication techniques • Understanding of the coherency between communication strategy and technology selection • Identifying of success factors for implementation of communication technologies • Cognition of possibilities and restrictions special technologies (e.g. mobiles) • Development of concrete appliance, particularly in marketing communication
<p>Catalog Entry</p>	<p>The course provides students with a broad overview in todays media and communication landscape. Specifically, the full spectrum of modern communication techologies are outlined ranging from digital data, compression to the use of optical storage systems, mobile networks and networked media. Based here upon student will be introduced into the field of online commerce and online communication.</p>
<p>Content</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
<p>Relationship with other courses</p>	<p>In this lecture the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.</p>
<p>Usability in other courses</p>	<p>The lecture is identical for students from Market Research and Marketing</p>

MKT6012 - Elective: Entrepreneurial Marketing	
ID	MKT6012
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach

Semester 2

GMT5024 - Corporate Strategy Games	
ID	GMT5024
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	UPL
Language	German

category	Course
Discipline	Business Administration
Pedagogical Approach	Interactive approach
Catalog Entry	This course gives an overview of economic planning processes under consideration of all relevant business functions in a virtual international company over a period of several business years.

MAR5052 - Market- and Marketing Research

ID	MAR5052
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLM/PLP/PLH/PLR
Language	German
category	Course
Discipline	Market Research
Pedagogical Approach	Lecture
Catalog Entry	This lecture gives an introduction to communication and advertising research.

MAR5053 - Methods of Brand Research

ID	MAR5053
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLM/PLR/PLH
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Catalog Entry	This lecture gives an introduction to communication and advertising research in the context of the latest challenges of branding techniques.

MCO5021 - Sectoral and International Communication Management

ID	MCO5021
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German

category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture with project
Catalog Entry	In this seminar special aspects of communication management in different (economic) areas (eg. trade, industrial goods industry, service and non-business sector) are dealt with, as well as characteristics of communication management in the international context.

MCO5061 - Ethic / Aesthetic Aspects of Brand Communication

ID	MCO5061
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture with project
Catalog Entry	In this course the most important basics and connections of ethics, aesthetics and cultural questions of communication are elaborated and emphasized.

MCO5062 - E-Commerce / Marketing and Communication Tools on electronic markets	
ID	MCO5062
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture
Catalog Entry	One special aspect of this lecture are the latest communication possibilities and business models in the internet, which are partly explained with Best-Practice examples.

MCO5063 - Brand Theory and Management	
ID	MCO5063
Level	Advanced Level II
Credits	6 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP

Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach

MKT5052 - Innovation and Acceptance of Service Research	
ID	MKT5052
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLH
Language	German
category	Course
Prerequisites	Service Marketing Strategies
Discipline	Marketing
Pedagogical Approach	Lecture with discussion
Responsible:	Janovsky, Jürgen
Catalog Entry	This course conveys the advantages of market research for innovation processes in the service industry, the information demand and the market research methods in different innovation phases.

SIC5022 - Conflict Management	
ID	SIC5022
Level	Advanced Level II
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	UPL
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Exercise Course
Catalog Entry	In this course different skills and techniques of conflict management are dealt with.

SIC5023 - Rhetorics und Presentation Techniques	
ID	SIC5023
Level	Advanced Level II
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	UPL

Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Exercise Course
Catalog Entry	In this course different skills and techniques of rhetoric and presentation are dealt with.

Semester 3

MCO6071 - Business and Agency Management	
ID	MCO6071
Level	Expert Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach
Catalog Entry	In the centre of this course are the management processes especially in agencies.

MCO6072 - Interdisciplinary Project / Case Study Conception and Layout	
ID	MCO6072
Level	Advanced Level II
Credits	6 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLR/PLP
Language	German or English
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Project/Lecture
Catalog Entry	In the context of interdisciplinary projects a complex research, marketing and /or communication project from the economic and design point of view must be solved.
Content	Depends on the content of the case study.

MCO6073 - Creativity and Acquisition Tools	
ID	MCO6073
Level	Advanced Level II
Credits	2 Credits
Hours per week	2
Frequency	Once a Year

Kind of Examination	UPL
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Exercise Course
Catalog Entry	This lecture conveys techniques for sales talk and other skills for client contact.

THE6998 - Master Thesis	
ID	THE6998
Level	Expert Level
Credits	20 Credits
Frequency	Every Semester
Kind of Examination	PLT
Language	German or English
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Project Course
Catalog Entry	In the framework of the Master thesis the acquired knowledge is applied in an interdisciplinary research and practice-oriented way. Emphasize is placed on the strategic-conceptual and scientific components as well as on the creative component.

Electives MCM (WPF_MCM_2010)

GMT5014 - Buchführung und Bilanzanalyse	
ID	GMT5014
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	Teilnahme
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Interactive approach

GMT5013 - International Management	
ID	GMT5013
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year

Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German or English
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Catalog Entry	In this seminar special aspects of communication management in different (economic) areas (eg. trade, industrial goods industry, service and non-business sector) are dealt with, as well as characteristics of communication management in the international context.

MKT5043 - International Marketing	
ID	MKT5043
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	60 minutes
Language	English
category	Course
Discipline	Marketing

Pedagogical Approach	Interactive approach
Responsible:	Tropp, Jörg
Catalog Entry	International Marketing in the context of this seminar is regarded as a process by which the organization translates its business objectives and business strategies into market activities. Subsequently students learn the major aspects of strategic marketing and how the available range of analytical models and techniques can be applied to produce superior marketing performance.

LAW5031 - Legal Issues in Marketing	
ID	LAW5031
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Law
Pedagogical Approach	Lecture
Catalog Entry	This course provides an introduction into the idea, the instruments and the relevant framework of the legal aspects of marketing. That includes especially: Competition law (UWG, GWB, European competition law) and Industrial property right

	(e.g. protection of registered designs, protection of utility patents).
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HRM5062 - Personnel Management	
ID	HRM5062
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	Human Resource Management
Pedagogical Approach	Lecture
Responsible:	Janovsky, Jürgen
Catalog Entry	<ul style="list-style-type: none"> • Selection of personnel and training • Guidance of personnel / motivation and control • Interdisciplinary teamwork

GMT5012 - Strategic Management	
ID	GMT5012

Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	International Business
Pedagogical Approach	Interactive approach
Responsible:	Terporten, Michael
Catalog Entry	Participants will understand and apply the options and models of strategic management Major topics are the role of strategic management, basic concepts in strategic thinking, strategic options and methods of implementing them, the role of benchmarking in the strategy process, evaluating the strategic position.

German as a Foreign Language (IB-Incomings)

Term 1 BA (Semester 1 fuer BWLer)

CDC2014 - Aesthetics/Semiotics Theory of Design	
ID	CDC2014
Level	Advanced Level II

Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLH/PLR
Examination time	60 minutes
Language	German
category	Course
Discipline	Design
Pedagogical Approach	Interactive approach
Catalog Entry	This course teaches basic theoretic approaches of Design and is to be understood as an interdisciplinary humanistic reflection of these approaches. They convey an overview of the history of design.

MCO5011 - Corporate Communication / Text lay-out in Advertising and Public Relation	
ID	MCO5011
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German

category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Catalog Entry	This lecture gives an introduction of corporate communication and Public Relation. The lay-out of strategic planning processes of communication as well as the lay-out of texts for Advertising and PR is looked at.

DUB1012 - Design and Management	
ID	DUB1012
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR/PLP
Language	English and German
category	Course
Discipline	Design
Pedagogical Approach	Interactive approach
Catalog Entry	This course conveys corporate professional qualifications, basics of organisation and management under interdisciplinary aspects with the economy.

MCO5013 - DTP - Desk Top Publishing	
ID	MCO5013
Level	Advanced Level II
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Lecture with exercises
Catalog Entry	This course gives an overview of the latest developments of Desk Top Publishing. Content of the lecture is information about the necessary hard- and software, production aspects of artwork as well as basics of typography and electronic image processing.

KWS1011 - General History of Design	
ID	KWS1011
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year

Kind of Examination	PLK
Examination time	120 minutes
Language	German
category	Course
Discipline	Design
Pedagogical Approach	Lecture
Catalog Entry	Development of design under consideration of different kinds of design, political, cultural and economic changes as well as the influence of important designers and producers.

CDC2051 - Visioneering and Creative Strategies

ID	CDC2051
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLR
Examination time	60 minutes
Language	English and German
category	Course
Discipline	Design
Pedagogical Approach	Lecture with exercises

Catalog Entry	This course gives an overview about the identification of strategic variables, about innovation offshoring-processes and about the development of visions for design under globalized conditions. Development of visions and management plans for concrete companies.
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MCO5012 - Visual Design und Production	
ID	MCO5012
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach
Catalog Entry	This course explains the conception and creative process of designers and producers.

Term 1 Designer (Semester 1 fuer Designer)

GMT5111 - Basics of Economics	
ID	GMT5111

Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Once a Year
Kind of Examination	PLK/PLR/PLM
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Catalog Entry	This lecture gives an overview of the basics of economics and conveys a broad comprehension of economic connections in business.

MAR2011 - Consumer Behavior (incl. Psychology of Advertising)	
ID	MAR2011
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM
Examination time	60 minutes

Language	English and German
category	Course
Discipline	Market Research
Pedagogical Approach	Lecture
Key words	Advertising Psychology Apperception Emotions Motivation
Responsible:	Naderer, Gabriele
Catalog Entry	Based on a thorough introduction into the topic, an in-depth overview of the following areas are provided: Modelling the process of perception, cognition and memorizing (reception and information processing – perception and 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

MKT2012 - Information and Communication Technologies in Marketing	
ID	MKT2012
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLR
Examination time	60 minutes

Language	German
category	Course
Prerequisites	Introduction Marketing Communication
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Digital Media IPTV online marketing
Responsible:	Theobald, Elke
Objectives	<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"> • Understanding of new communication technologies and classification to classic media technique • Classification models and selection processes for the assignment of communication techniques • Understanding of the coherency between communication strategy and technology selection • Identifying of success factors for implementation of communication technologies • Cognition of possibilities and restrictions special technologies (e.g. mobiles) • Development of concrete appliance, particularly in marketing communication
Catalog Entry	<p>The course provides students with a broad overview in todays media and communication landscape. Specifically, the full spectrum of modern communication technologies are outlined ranging from digital data, compression to the use of optical storage systems, mobile networks and networked media. Based here upon student will be introduced into the field of online commerce and online communication.</p>
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,

	<p>compression procedure, data formats of discrete and continuous media, introduction to different application systems)</p> <ul style="list-style-type: none"> • 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
Relationship with other courses	In this lecture the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.
Usability in other courses	The lecture is identical for students from Market Research and Marketing

MKT1012 - Introduction Principles of Marketing	
ID	MKT1012
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Discipline	Marketing

Pedagogical Approach	Lecture
Key words	Merchandising Product Policy Marketing Mix Pricing Policy
Responsible:	Linxweiler, Richard; Tilly, Herwig; Gaiser, Brigitte; Zerr, Konrad
Objectives	The students will acquire a detailed understanding of the different instruments of the Marketing-Mix.
Catalog Entry	This course covers the different instruments of the Marketing-Mix.
Content	<ul style="list-style-type: none"> • Marketing mix planning • Product and pricing policy • Distribution policy • Marketing audit • Coordination of instruments
Relationship with other courses	This lecture is the basis for comprehension of the special lectures in the study course Marketing Communication / Advertising.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

MCO2021 - Marketing Communication / Advertising	
ID	MCO2021
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes

Language	German
category	Course
Prerequisites	Principles of Marketing Communciation
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Below the Line Communication New Communication Tools Media-Mix Classical and Modern Advertising Communication Mix
Responsible:	Gaiser, Brigitte; Tropp, Jörg; Theobald, Elke
Objectives	<p>Students know the theories, methods and tools of marketing communication, they are able to</p> <ul style="list-style-type: none"> * plan and implement traditional and non-classical instruments of communication in a holistic management process * apply methods and tools of marketing communication to case study or practice project * present effective their communication / advertising plan.
Catalog Entry	<p>This course covers the different areas of classical advertising. This includes analysis, concept planning and the realization of advertising decisions.</p>
Content	<p>Planning of the communication mix as a part of communication planning Management of the instruments:</p> <ul style="list-style-type: none"> • Planning of advertising (analyses, strategy and planning of measures) • Implementation of advertising political decisions • Advertising agencies as central responsible of classic

	<p>advertising Sales Promotion (targets and instruments, possibilities and limits, factors of success)</p> <p>Sponsoring, Event Marketing, Product Placement, Guerrilla-Marketing, Viral Marketing, etc. (possibilities and limits, factors of success)</p> <p>Duties, organisation and functioning of communication agencies Implementation of the cognitions in case studies/practical projects</p>
Relationship with other courses	In this module the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.
Usability in other courses	In Parts admissible in Marketing and International Marketing

MKT1011 - Marketing Planning & Strategies and Brand Management	
ID	MKT1011
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Marketing Management Marketing Planning Brand

	Management Position Marketing Strategies
Responsible:	Linxweiler, Richard; Gaiser, Brigitte; Tilly, Herwig; Zerr, Konrad
Objectives	The students shall get deep going comprehensions about marketing. Marketing is to understand as an entrepreneurial tenor. All decisions concerns direct or indirect the market, therefore they have to be geared to the requirements of the market. The students shall become acquainted with central duties of marketing management.
Catalog Entry	This course introduces students to the fundamental concepts of marketing and marketing management.
Content	<ul style="list-style-type: none"> • Principles • Process of marketing management • Marketing analysis • Instruments of strategic marketing planning • Principle marketing strategies • Concept and functions of brands • Process of brand management • Brand positioning • Principles of brand management
Relationship with other courses	This lecture is the basis for marketing comprehension and a requirement to comprehend the special lectures in this study course.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing