

Business Administration Marketing

Taken in semester:	frequency offered:	Course length	Type of Course	credit points (ECTS):	expected academic workload:
-	depending on the student request	1	Compulsory elective	5	54 hrs classroom study 96 hrs independent study =150 total hours
satisfies credits for studies in:		Type of exam/ Length of exam:		Course form:	Language module Officer(s)
- Economics and Mgmt - Insurance, Banking and Finance		90-minute written exam, or term paper, or presentation Ratio to final ECTS: 5/210		lecture	Prof. Dr. Dirk von Schnakenburg

Qualification objectives:

Students will

- know the basic principles of marketing, including the basic structures of marketing conceptualization and the process of marketing planning.
- know the essential foundation of a marketing concept through the information about a market and its field as attained in demand behavior and market research.
- have penetrated the strategic dimensions of marketing in the context of other basic disciplines.
- be able to discern a basic overview of the individual marketing policies and establish a relationship between them.
- be able to deliberate theoretical concepts in various hands-on examples and be able to classify and assess them.

Course content:

Basic terminology, development and different types of marketing, marketing planning, marketing conceptualization and marketing management, market demarcation and field activity, SWOT and stakeholders analyses, market research, demand behavior, the overall concept of marketing and ethics, establishing objectives and strategies for the market and stakeholders, selected methods in strategic marketing planning, basics in performance policies, pricing policies communications policies, channels of distribution, relationship-orientation and networking in marketing, the marketing mix, the organization of marketing