

Let's battle for some attention: Brand Development and Marketing (project-based) (English)

Module Title		Let's battle for some attention: Brand Development and Marketing (project-based) (English)			
Module Title in English		Let's battle for some attention: Brand Development and Marketing (project-based)			
Module Leader		hrw\sandra.meyer			
Teaching Staff		Sandra Meyer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
MAENG	180 h	6	1st semester	Every Summer semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	<p>Upon successful completion of this module, students will have been introduced to relevant topics in the context of brand development and marketing. Apart from providing appropriate language skills for students interested in working the field of marketing, it also makes students understand popular tools and strategies and encourages them to apply to their own project. Students thus also learn to critically evaluate the respective tools, their advantages and shortcomings and can analyze which strategic approach is the best one to use in regard to their own project. The module is therefore designed in a project-based manner, allowing students to organize themselves in smaller groups to work on a project of their own choice in which they can create their own marketing strategy by putting the learned aspects into practice themselves. Thus, the seminar focusses upon providing an authentic English-speaking setting in which students can access their marketing knowledge acquired prior to this course and develop it further. Additionally, they will improve their negotiation and meeting skills with the help of various case studies.</p>				
3	Contents				
	<p>Technical terminology Marketing and Brand Development Product Development/Brand Names Branding, Corporate Branding, Brand Equity, Brand Equity Models</p> <p>Brand Management Brand Extension</p> <p>Corporate Identity</p> <p>Positioning</p> <p>Target Market, Market Segmentation</p> <p>Buyer's Persona</p> <p>Customer satisfaction Marketing Strategies/Marketing Plans/Marketing Mix Marketing Communication</p>				

	<p>Market Research Questionnaires Negotiations Meetings Case Studies Presentation Skills</p>
4	<p>Teaching Methods Seminar, project-based group work</p>
5	<p>Content-Related Module Prerequisites This course is taught in English. Your English skills need to be at least on the B2 level of the Common European Framework for languages. In case you are not sure whether your language skills are good enough please take the English test on the ZfK website or contact Sandra.Meyer@hs-ruhrwest.de.</p>
6	<p>Formal Module Prerequisites none</p>
7	<p>Type of Exams presentation (in groups of 2-4 student) (15 min. per student) (50%) Examlanguage: English individual term paper (10 pages) (50%) Examlanguage: English</p>
8	<p>Prerequisite for the Granting of Credits successful participation + attendance + passing of exam</p>
9	<p>This Module Appears in:</p>

	Course of Studies	Status
	Angebote des ZfK	Elected Specialization
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Elective Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25	Elective Module
	E-Commerce_BPO 2017_BPO2019_BPO2020	Elective Module
	E-Commerce_BPO 2023	Elective Module
	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2024/25	Elective Module
	Modules in English at HRW	Elective Module
	Zukunftssemester	Elected Specialization
10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits	
11	Additional Information / Literature E-Commerce: Themenschwerpunkt B Integrated Retailing Literature: Sven Hollensen, Philip Kotler, Marc Oliver Opresnik, Social Media Marketing: A Practitioner Approach. The ultimate strategy guide for social media success to grow your business. Independently published 2022 Simon Kingsnorth, Digital Marketing Strategy. An integrated Approach to Online Marketing. Kogan Page 2022 IHL: Wahlkatalog Handel E-Commerce: Themenschwerpunkt: Marketing / BWL Students who pass the module with a grade of 2,0 or better are entitled to a certificate stating they hold the CEFR C1 level	