

Marketing (English)

Module Title		Marketing			
Module Title in English		Marketing			
Module Leader		Simone Roth			
Teaching Staff		Prof. Dr. Simone Roth			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
BWL V	180 h	6	as of 1st semester	Every semester	1 semester
1	Type of Course Lecture: 3 h/week Exercise: 1 h/week	Scheduled Learning 4 h/week (= 60 h)	Independent Study Total: 120 h	Approx. Number of Participants Lecture max. 150 bzw. 120 Exercise max. 30	
2	Learning Outcomes / Competences After successful completion of the module students possess the ability to <ul style="list-style-type: none"> • reflect on the conceptual principles of marketing, • define marketing objectives and develop marketing strategies, • analyse tools of the marketing mix and apply them in a hands-on approach in case studies, • critically examine marketing mix decisions and • reproduce marketing controlling instruments. 				
3	Contents <ul style="list-style-type: none"> • Definitions and conceptual framework of marketing • Market research and consumer behavior • Company prerequisites for market-oriented business • Marketing objectives and marketing strategies • Marketing-Mix <ul style="list-style-type: none"> ◦ Dimensions (Product, Price, Place, Promotion) ◦ Marketing Mix in the course of time ◦ Marketing controlling 				
4	Teaching Methods Flipped classroom concept: learning material available in advance In-class-learning: moderated discussion, current sample case analysis. Tutorials: exercises, revision of the learning material. Self-study: study letters, self-study exercises.				
5	Content-Related Module Prerequisites none				
6	Formal Module Prerequisites none				
7	Type of Exams				

	The final project (100%) consists of a written elaboration and a presentation.	Exam language: English
8	Prerequisite for the Granting of Credits passing the final project	
9	This Module Appears in:	
	Course of Studies	Status
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25	Compulsory Module
	Internationale Wirtschaft - Emerging Markets_WS2018/19	Compulsory Module
	Internationale Wirtschaft - Emerging Markets_WS2024/25	Compulsory Module
	Modules in English at HRW	Elective Module
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	
	<ul style="list-style-type: none"> • Kotler, P.; Keller, K. L. (2021), Marketing Management, 16th global edit., Pearson • Elliott, G.; Rundle-Thiele, S; Waller, D. (2014), Marketing, 3rd edit., John Wiley & Sons Inc. • Kotler, P. / Kartajaya, H. / Setiwan, I. (2021), Marketing 5.0: Technology for Humanity, 1st edit. Wiley 	
	Additional literature will be announced each semester.	