

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		Sandra Meyer			
Teaching Staff		ZfK / Sandra Meyer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
MAENG	180 h	6	as of 1st semester	Every 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 on a basic level. The focus of this seminar, however, is not designed to provide expert knowledge within the fields of brand development and marketing, but is supposed to further develop language skills with a specific focus on these areas. Thus, the seminar focusses upon providing an authentic English-speaking setting in which students can access their marketing knowledge acquired prior to this course. They will improve their fundamental knowledge of marketing terminology in English including the ability to describe marketing strategies and concepts in English. Additionally, they will improve their negotiation and meeting skills with the help of various case studies. A marketing project during which students develop a product and try to successfully launch it will give them some hands-on experience concerning marketing strategies.</p>				
3	Contents				
	<p>Technical terminology Marketing and Brand Development Product Development/Brand Names Branding, Corporate Branding, Brand Equity Brand Extension Marketing Strategies/Marketing Plans/Marketing Mix Marketing Communication/Selling to the Consumer Market Research Questionnaires Negotiations Meetings Case Studies Presentation Skills</p>				
4	Teaching Methods				
	Seminar, project-based group work				
5	Content-Related Module Prerequisites				
	<p>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-</p>				

	ruhrwest.de.																												
6	Formal Module Prerequisites none																												
7	Type of Exams Portfolio: Presentation in groups of two to four students (minimum requirement: 15 minutes per student) (50%) and individual term paper of 10 pages (50%)																												
8	Prerequisite for the Granting of Credits successful participation + attendance + passing of exam																												
9	<p>This Module Appears in:</p> <table border="1"> <thead> <tr> <th>Course of Studies</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>Angebote des ZfK</td> <td>Elected Specialization</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13</td> <td>Elective Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14</td> <td>Elective Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19</td> <td>Elective Module</td> </tr> <tr> <td>E-Commerce_BPO 2017</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2013/14</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2011/12</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2012/13</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2013/14</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2018/19</td> <td>Elective Module</td> </tr> </tbody> </table>	Course of Studies	Status	Angebote des ZfK	Elected Specialization	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2012/13	Elective Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14	Elective Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2015/16	Elective Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Elective Module	E-Commerce_BPO 2017	Elective Module	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2013/14	Elective Module	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2011/12	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2012/13	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2013/14	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module
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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 Other information / literature: The module lessons are in English. Any form of the Assignment is in English as well																												