

## Marketing (English)

<b>Module Title</b>		Marketing			
<b>Module Title in English</b>		Marketing			
<b>Module Leader</b>		Simone Roth			
<b>Teaching Staff</b>		Prof. Dr. Simone Roth			
<b>Courselanguage/</b>		English			
<b>Code</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Semester Offered</b>	<b>Duration</b>
BWL V	180 h	6	1st semester	Every semester	1 semester
<b>1</b>	<b>Type of Course</b>  Lecture: 3 h/week Exercise: 1 h/week	<b>Scheduled Learning</b>  4 h/week (= 60 h)	<b>Independent Study</b>  Total: 120 h		<b>Approx. Number of Participants</b>  Lecture max. 150 bzw. 120 Exercise max. 30
<b>2</b>	<b>Learning Outcomes / Competences</b>  After successful completion of the module students possess the ability to <ul style="list-style-type: none"> <li>• describe the principals of marketing;</li> <li>• define marketing objectives;</li> <li>• analyze different marketing strategies and derive implications on the marketing mix;</li> <li>• apply the different marketing instruments to case studies and</li> <li>• evaluate marketing decision.</li> </ul>				
<b>3</b>	<b>Contents</b> <ul style="list-style-type: none"> <li>• Definitions and conceptual framework of marketing</li> <li>• Market research and consumer behavior</li> <li>• Company prerequisites for market-oriented business</li> <li>• Marketing objectives and marketing strategies</li> <li>• Marketing-Mix               <ul style="list-style-type: none"> <li>◦ Dimensions (Product, Price, Place, Promotion)</li> <li>◦ Marketing Mix in the course of time</li> <li>◦ Marketing controlling</li> </ul> </li> </ul>				
<b>4</b>	<b>Teaching Methods</b>  Lecture, discussions, case studies, tutorials				
<b>5</b>	<b>Content-Related Module Prerequisites</b>  none				
<b>6</b>	<b>Formal Module Prerequisites</b>  none				
<b>7</b>	<b>Type of Exams</b>  written exam (60 min.) (100%) <span style="float: right;">Examlanguage: English</span>				
<b>8</b>	<b>Prerequisite for the Granting of Credits</b>				

	passing a written exam						
<b>9</b>	<p><b>This Module Appears in:</b></p> <table> <thead> <tr> <th><b>Course of Studies</b></th> <th><b>Status</b></th> </tr> </thead> <tbody> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19</td> <td>Compulsory Module</td> </tr> <tr> <td>Modules in English at HRW</td> <td>Elective Module</td> </tr> </tbody> </table>	<b>Course of Studies</b>	<b>Status</b>	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module	Modules in English at HRW	Elective Module
<b>Course of Studies</b>	<b>Status</b>						
Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module						
Modules in English at HRW	Elective Module						
<b>10</b>	<p><b>Weighting of Grade in Relationship to Final Grade</b></p> <p>Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits</p>						
<b>11</b>	<p><b>Additional Information / Literature</b></p> <p>mandatory literature will be announced each semester</p>						