

Module description

Strategic and Marketing Management

Prerequisite	Basic knowledge in Business Administration.								
Teaching methods	Seminar								
Learning target	<p>Marketing is the study and practice of providing goods or services that satisfy both consumer and industrial users. An effective marketing process is responsible for identifying, anticipating and satisfying consumer and industrial users requirements profitably.</p> <p>The aim of this lesson is to provide the fundamental concepts of strategic marketing management and to practice applications of the key marketing skills and frameworks including:</p> <ul style="list-style-type: none"> ■ Marketing Mix (Product, Price, Place [distribution], Promotion) ■ Quantitative analysis (covering tools from cost accounting such as break-even analysis) ■ Brand identity prism ■ Product Life cycles ■ International strategic marketing perspectives <p>The class will be highly practical and interactive focusing on utilising case examples using quantitative marketing tools (as well as market research and E-Learning tools will be used).</p>								
	<p>Goals</p> <p>General:</p> <p>Understanding</p> <ul style="list-style-type: none"> ■ the principles of modern strategic marketing as an important entrepreneurial function ■ the existing interdependencies to other functional areas which have to be taken into account in the context of decision making <p>Specific:</p> <p>Expertise in</p> <ul style="list-style-type: none"> ■ using the different Marketing tools ■ involving additional tools from other functional areas such as cost accounting, investment & finance market research techniques 								
Duration	2 Semester								
Hours per week	4.0								
Overview	<table border="0"> <tr> <td>■ Classes:</td> <td style="text-align: right;">45 h</td> </tr> <tr> <td>■ Individual/ Group work:</td> <td style="text-align: right;">105 h</td> </tr> <tr> <td colspan="2"><hr style="width: 20%; margin-left: 0;"/></td> </tr> <tr> <td>■ Workload:</td> <td style="text-align: right;">150 h</td> </tr> </table>	■ Classes:	45 h	■ Individual/ Group work:	105 h	<hr style="width: 20%; margin-left: 0;"/>		■ Workload:	150 h
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■ Workload:	150 h								
Credits and grades	<p>Project work</p> <p>The module grade is factored in 6/90 in the final grade.</p>								
ECTS	5.0								
Responsible person	Prof. Dr. R. Fischer								
Max. participants	20								

Recommended semester	1 and 2
Frequency	Every sem.
Usability	The content of the module can also be used for the University's own part-time program "General Management".

Lectures

Strategic and Marketing Management

Type	Seminar
Nr.	IBC-05-01
Hours per week	2.0
Lecture contents	

Marketing is the study and practice of providing goods or services that satisfy both consumer and industrial users. An effective marketing process is responsible for identifying, anticipating and satisfying consumer and industrial users requirements profitably.

The aim of this lesson is to provide the fundamental concepts of strategic marketing management and to practice applications of the key marketing skills and frameworks including:

- Marketing Mix (Product, Price, Place [distribution], Promotion)
- Quantitative analysis (covering tools from cost accounting such as break-even analysis)
- Brand identity prism
- Product Life cycles
- International strategic marketing perspectives

The class will be highly practical and interactive focusing on utilising case examples using quantitative marketing tools (as well as market research and E-Learning tools will be used).

Goals

General:

Understanding

- the principles of modern strategic marketing as an important entrepreneurial function
- the existing interdependencies to other functional areas which have to be taken into account in the context of decision making

Specific:

Expertise in

- using the different Marketing tools
- involving additional tools from other functional areas such as cost accounting, investment & finance market research techniques

Literature Marketing Management Global Edition 14th Edition by Philip Kotler and Kevin Lane Keller (2014) ISBN13: 9780273777069 Pearson Publishing.