

Modul-Nr./ Module-Code	BMSIB2400
Modulbezeichnung / Module title	Introduction to Marketing
Semester or Trimester	3 rd
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	It builds the marketing platform for the later following courses Principles & Applied International Marketing and the general business decision making process
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Mathias Langguth
Lehrsprache / Language of Instruction	Prof. Dr. Mathias Langguth
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Written examination (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding</u> Students assume the role of a marketing manager to learn how to make proper marketing decisions with special emphasis on target groups.</p> <p><u>Applying Knowledge & Understanding</u> Introduction to basic instruments with case studies and a business game.</p> <p><u>Making judgments</u> Case studies and business games will challenge the students to make decisions in the marketing management process.</p> <p><u>Communication</u> Results obtained are discussed in class, presentations will be held, project meetings will be hold.</p>

	<p><u>Learning skills</u> These modules prepare the student to think in market- and decision -orientated business</p>
Inhalte des Moduls / Syllabus	Basics of Marketing / Marketing management in the enterprise / Strategic Marketing / Marketing Mix
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Combination of lecture and seminar, presentation, business simulation game
Besonderes / Special Features	Business simulation game
Literatur / Literature	<p>Marketing management / Philip Kotler, latest ed., international ed. Upper Saddle River, NJ [u.a.] : Pearson Education International Kotler, Marketing Management, latest edition, Schaeffer-Poeschel Competitive strategy, Michael E. Porter New York, NY [u.a.] : Free Press, 2004 ISBN: 0-7432-6088-0 Ries & Trout, the 22 Immutable Laws of Marketing, Harper Business Becker, Jochen, Das Marketingkonzept, dtv</p> <p>All titles in the current edition.</p>