

title of course	Principles of Marketing
responsible instructor	Diplom-Volkswirtin Felicitas Kotsch
course objectives and learning outcomes	<p>Students are able to meet the objectives of the following categories of learning objectives and learning outcomes:</p> <p>1) Knowing: Students are able to reveal consumer decisions.</p> <p>2) Understanding: Students get familiar with models creating value and building customer relationships.</p> <p>3) Applying: Students are able to apply fundamental marketing information to marketing policies and strategies within a customer value framework.</p> <p>4) Analyzing: Students are able to analyze the major trends impacting contemporary marketing.</p> <p>5) Assessing: Students are able to assess the models against real-world observations.</p> <p>6) Synthesizing: Students are able to create solutions for marketing challenges in business life.</p>
course contents	<p>Students are able to acquire knowledge and skills of the following types of knowledge and skills, respectively:</p> <p>1) factual knowledge: - basic models of marketing</p> <p>2) conceptual skills: - generalization of models and structures</p> <p>3) procedural skills: - transferring of models into reality</p> <p>4) metacognitive skills: - assessing strength and weaknesses of models, - realizing limits of implementation into reality</p> <p>Course outline:</p> <ol style="list-style-type: none"> 1 Defining Marketing and the Marketing Process 2 Analyzing the Marketing Environment 3 Consumer Markets and Buyer Behavior 4 Products, Services, and Brands 5 Developing New Products and Managing the Product Life Cycle 6 Product Policy 7 Pricing 8 Communication 9 Distributions Channels 10 Marketing Mix 11 Marketing Strategies
teaching methods	<ul style="list-style-type: none"> - lectures - discussion - self-study
prerequisites	There are no formal requirements.

suggested reading	Kotler, Philip et al.: Principles of Marketing, 18 th edition, Pearson Studies
applicability	This course is in particular applicable to the following courses of this Bachelor: - Strategic Marketing and Brand Management - Intercultural Communication and Management
workload	total workload: 150 hours, of them: 1) lecture: 60 2) self-study: 90, of them: - course preparation (in particular reading): - follow-up - exam preparation
ECTS credit points and weighting factor	5 ECTS credit points; weighting factor: 5/180 for International Business and Economics 5/210 for Economics or Business Administration
basis of student evaluation	comprehensive written examination, 60 minutes (100%)
time	first academic year
frequency	each academic year
duration	1 semester
course type	compulsory course
remarks	Teaching language is English.

Version	Datum	Bearbeiter/in	Freigabe	Seite
				Seite 2 von 2