

title of course	Marketing A: Strategic Marketing and Brand Management
responsible instructor	Prof. Dr. Sebastian Ullrich
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>2) Understanding and applying: Students are able to</p> <ul style="list-style-type: none"> - explain and apply strategic planning, - understand and implement situation analysis, - illustrate strategic marketing on the company level and for business areas, - explain and apply creativity techniques, - model and apply customer-based brand equity, - interpret and transfer brand positioning and values, - compare and solve planning and implementing the brand marketing program, - generalize and implement measuring and interpreting brand performance, and - interpret and demonstrate options for growing and sustaining brand equity. <p>4) Analyzing and assessing: Students are able to</p> <ul style="list-style-type: none"> - characterize and examine strategic planning, - structure and assess situation analysis, - differentiate and evaluate strategic marketing on the company level and for business areas, - characterize and value customer-based brand equity, - structure and examine brand positioning and values, - structure and access planning and implementing the brand marketing program, - differentiate and examine measuring and interpreting brand performance, and - capture and test options for growing and sustaining brand equity.
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 and conceptual skills:</p> <ul style="list-style-type: none"> - strategic marketing, - situation analysis, - strategic planning on the company and on the business area level, - creativity techniques, - customer-based brand equity, - brand positioning and values, - brand marketing programs, brand performance and brand developments. <p>2) procedural and metacognitive skills:</p> <ul style="list-style-type: none"> - skills to conduct situation analysis, - skills to strategically plan on the company and on the business area level, - skills to apply creativity techniques to create new ideas and to deepen existing ideas, - skills to analyze brand associations and brand equity, and - skills to communicate brand associations with brand elements, marketing programs, and secondary brand associations. <p>course outline:</p> <ul style="list-style-type: none"> 1 Strategic marketing <ul style="list-style-type: none"> 1.A Strategic marketing: overview 1.B Situation analysis 1.C Strategic planning on the company level 1.D Strategic planning on the business area level

	<p>2 Creativity workshop</p> <p>3 Brand management</p> <p>3.A Brands and brand management</p> <p>3.B Identifying and establishing brand positioning and values</p> <p>3.C Planning and implementing the brand marketing program</p> <p>3.D Measuring and interpreting brand performance</p> <p>3.E Growing and sustaining brand equity</p>
teaching methods	<ul style="list-style-type: none"> - lectures - exercises - hermeneutic discourses - discussion - self-study
prerequisites	<p>There are no formal requirements. Especially knowledge of the following mandatory module is required:</p> <ul style="list-style-type: none"> - Absatzwirtschaft [Marketing]
suggested reading	<p>literature (preferably most recent edition):</p> <p>Keller, K.L., Apéria, T., Georgson, M. (2011): Strategic Brand Management: A European Perspective, Pearson Education.</p> <p>Keller, K.L. (2013): Strategic Brand Management, Global edition, Pearson Education.</p> <p>Kotler, P., Keller, K.L. (2015). Marketing Management, Pearson Education.</p> <p>Collins, J.C.; Porras, J.I. (1996): Building Your Company's Vision, Harvard Business Review, 9/1996.</p> <p>Further research articles</p>
Lehrbriefautor	Not applicable, full-time programme.
applicability	<p>This course is particularly applicable to the following courses of the same programme:</p> <ul style="list-style-type: none"> - Absatzwirtschaft [Marketing] - Marketing B: Markenkommunikation [Brand communication] - Marketing C: Konsumentenverhalten und Marktforschung [Consumer behavior and marketing research] - <p>This course is also applicable to other business-oriented bachelor programmes offered by Schmalkalden University of Applied Sciences.</p>
workload	<p>total workload: 150 hours, of them:</p> <p>1) lecture: 60</p> <p>2) self-study: 90, of them:</p> <ul style="list-style-type: none"> - course preparation (in particular reading): 30 - follow-up: 30 - exam preparation: 30
ECTS credit points and weighting factor	<p>5 ECTS credit points</p> <p>weighting factor:</p> <p>degree programmes: business sciences as well as international business and economics: 5/180</p> <p>degree programmes: economics and business administration: 5/210</p>
basis of student evaluation	comprehensive written examination, 60 minutes (100%)
time	4.-6. semester
frequency	Usually offered every year, at least as often that this module can be selected by each cohort between their 4th and 6th semester
duration	1 semester

Version	Datum	Bearbeiter/in	Freigabe	Seite
				Seite 2 von 3

course type	elective course
remarks	Teaching language is English.

Version	Datum	Bearbeiter/in	Freigabe	Seite
				Seite 3 von 3