<table>
<thead>
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<th>title of course</th>
<th>Marketing A: Strategic Marketing and Brand Management</th>
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<tr>
<td>responsible instructor</td>
<td>Prof. Dr. Sebastian Ullrich</td>
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### course objectives and learning outcomes

Students are able to meet the objectives of the following categories of learning objectives and learning outcomes:

2) Understanding and applying: Students are able to
- 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.

4) Analyzing and assessing: Students are able to
- 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

Students are able to acquire knowledge and skills of the following types of knowledge and skills, respectively:

1) factual knowledge and conceptual skills:
- 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.

2) procedural and metacognitive skills:
- 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.

### course outline:

1 Strategic marketing
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
2 Creativity workshop
3 Brand management
3.A Brands and brand management
3.B Identifying and establishing brand positioning and values
3.C Planning and implementing the brand marketing program
3.D Measuring and interpreting brand performance
3.E Growing and sustaining brand equity

Teaching methods:
- lectures
- exercises
- hermeneutic discourses
- discussion
- self-study

Prerequisites:
There are no formal requirements. Especially knowledge of the following mandatory module is required:
- Absatzwirtschaft [Marketing]

Suggested reading:
Literature (preferably most recent edition):
Further research articles

Lehrbriefautor:
Not applicable, full-time programme.

Applicability:
This course is particularly applicable to the following courses of the same programme:
- Absatzwirtschaft [Marketing]
- Marketing B: Markenkommunikation [Brand communication]
- Marketing C: Konsumentenverhalten und Marktforschung [Consumer behavior and marketing research]
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This course is also applicable to other business-oriented bachelor programmes offered by Schmalkalden University of Applied Sciences.

Workload:
Total workload: 150 hours, of them:
1) lecture: 60
2) self-study: 90, of them:
- course preparation (in particular reading): 30
- follow-up: 30
- exam preparation: 30

ECTS credit points and weighting factor:
5 ECTS credit points
Weighting factor: degree programmes: business sciences as well as international business and economics: 5/180
degree programmes: economics and business administration: 5/210

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
| course type | elective course |
| remarks     | Teaching language is English. |