

Course Description – Winter 2022 / 2023

Title	Marketing
Faculty	Business and Economics
Professor	Diplom-Volkswirtin Felicitas Kotsch
ECTS	5
Level	Bachelor
Requirements	None
Add. Information	Students have to take a comprehensive written in-class examination during the official examination period (usually within the first three weeks after the end of the lecturing period).
Content	<p>1 Defining Marketing and the Marketing Process (Creating Customer Value and Engagement; Company and Marketing Strategy)</p> <p>2 Understanding the Marketplace and Consumer Value (Analyzing the Marketing Environment; Managing Marketing Information to Gain Customer Insights; Consumer Markets and Buyer Behavior; Business Markets and Business Buyer Behavior)</p> <p>3 Designing a Customer Value-Driven Strategy and Mix (Customer Value-Driven Marketing Strategy; Products, Services, and Brands; Developing New Products and Managing the Product Life Cycle; Pricing and Pricing Strategies; Marketing Channels; Retailing and Wholesaling; Integrated Marketing Communication Strategy; Advertising and Public Relations; Personal Selling and Sales Promotion; Direct, Online, Social Media, and Mobile Marketing)</p>