

Course Description – Winter 2023 / 2024

Title	Principles of 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: Building Customer Value; Developing New Products and Managing the Product Life Cycle; Pricing: Understanding and Capturing Customer Value; Pricing Strategies: Additional Considerations; Marketing Channels: Delivering Customer Value; Retailing and Wholesaling; Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy; Advertising and Public Relations; Personal Selling and Sales Promotion; Direct, Online, Social Media, and Mobile Marketing)</p>