

Course Description - Winter 2024/25

Title	Marketing D: Current Topics in Marketing
Faculty	Business and Economics
Professor	Prof. Dr. Sebastian Ullrich
ECTS	5
Level	Bachelor
Requirements	Basic knowledge of consumer behavior is of advantage. It is recommended that students have attended at least two marketing modules.
Add. Information	Students have to take part in a case study (1/3) and to take a comprehensive written in-class examination (2/3). Due to the practical parts of the module, a minimum attendance of 85% is required. Attendance is considered a pre-requisite for the exam.
Content	In this course, different current topics are covered each year. Examples include social media, word of mouth and green marketing settings. The students interactively familiarize themselves with the relevant basics of the topic. In small groups, they focus on an individual, practice-oriented problem. This can take place within the framework of a survey or an experiment. In 24/25, eye tracking is used as part of the experiment.