

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 are required to participate in a case study (1/3) and take a comprehensive written in-class examination (2/3). Due to the practical nature of the module, attendance is very important.
Content	<p>This course has a maximum enrollment of 30 students. Registration information will be available on Stud.IP before the course begins.</p> <p>This course covers different current topics each year. Examples include social media, word of mouth, and green marketing principles. Students learn the basics of the topic interactively. In small groups, they focus on an individual, practical problem. This may take the form of a survey or an experiment. In 24/25, eye tracking is used as part of the experiment.</p>