Courses in English
Course Description

Department 09 Engineering and Management
Course title Marketing
Hours per week (SWS) 3
Number of ECTS credits 4
Course objective

Competence Level 1 „Remember“:
- The students know the basic definitions and methods in marketing (e.g. marketing process, 4P’s)
- The students are aware of key new trends, e.g. digital marketing

Competence Level 2 „Understand“:
- The students realize the differences between marketing for consumer and industrial good products/services
- The students can formulate marketing strategies along the market cycle

Competence Level 3 „Apply“:
- The students apply the marketing theory to a real life marketing case (project or simulation) and take marketing decisions on their own

Competence Level 4 „Analyse“:
- The students are able to perform marketing data analysis, e.g. on customer feedback, competitor marketing strategies

Competence Level 5 „Assess“:
- The students can review and assess the quality and success of their marketing decisions

Competence Level 6 „Create“:
- The students generate superior marketing strategies based on lessons learned and can develop a target picture for the future marketing strategy

Prerequisites
Modules business administration (Betriebswirtschaftslehre) and accounting (Buchführung und Bilanzierung) are a prerequisite.

Recommended reading

Further material will be announced in the lecture

Teaching methods Seminar-like lecture, exercises

Assessment methods Simulation game or project work. The students work in teams on projects (either simulation game or real project). The teams consolidate their marketing strategy plan, analysis, and learnings in a written documentation. Each team member contributes her/his part (~10 pages). Each team member presents her/his part in a verbal presentation (~10 minutes). Details will be provided in the first session of the lecture.

Language of instruction English
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Link
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Course content
- Marketing basic definitions
- Marketing analysis tools, e.g. market cycle, BCG matrix
- Marketing process (from understanding customer and market needs to capturing value)
- Key marketing concepts, e.g. 4 P’s (product, price, place, promotion)
- Key marketing trends, e.g. digital marketing

Remarks