Module Description Marketing

**Department** 09 Engineering and Management

**Course title** Marketing

**Hours per week (SWS)** 3  
**Number of ECTS credits** 4

**Course objective** By the end of the course students will:
- Know the basics of marketing for industrial goods and consumer goods
- Understand the need for market research
- Know the requirements of and procedures in the segmentation and positioning of companies and products
- Be aware of the integrated product lifecycle
- Be able to apply their new marketing knowledge in a simulation game or project work. As an outcome, students will have gained experience how to create a product that meets customers’ needs, select sales channels, set the price and use advertising to increase demand. They will have gained insights how marketing influences the success of a company. Students will also have gained experience in teamwork

**Prerequisites** Engineering and Business Administration background. Priority to exchange students who are enrolled at the department of Engineering and Management!

**Recommended reading** Marketing Management, 2016, 15th edition, Kotler, Philip; Keller, Kevin Lane  
Marketing High Technology, 2012, Davidow, William  
Further reading will be announced at the beginning of the semester

**Teaching methods** Seminar, practical exercises, project work

**Assessment methods** Simulation game or project work, incl. presentation

**Language of instruction** English

**Name of lecturer** Will be announced at the beginning of the semester

**Email**
**Link**

**Course content**  
Marketing basic definitions  
Segmentation and positioning  
Market research  
Key marketing concepts, e.g. 4 P˚s (product, price, place, promotion)  
Key marketing trends, e.g. digital marketing
Remarks: Attendance of lectures is for the simulation game/project work compulsory.