



Fach: Business Administration
Veranstaltung: Introduction to Marketing

Professor in charge: Prof. Dr. Erika Leischner

Target group: Students in their first semester

Class contact hours: 2 hours per week

Aims:

- The students should understand the importance and function of marketing in business and should learn to identify marketing problems.
- They should get familiar with how to develop marketing concepts and get a short insight into the methods of market research.
- Furthermore, they should learn to view marketing decisions from a strategic perspective and finally,
- they should get a thorough knowledge of how to design the marketing mix instruments.

Contents:

- 1 Marketing – concept and historic development
- 2 Marketing process - overview
- 3 Introduction to consumer behavior
- 4 Introduction to market research
- 5 Developing marketing strategies
 - 5.1 Product life cycle
 - 5.2 Portfolio analysis
 - 5.3 Product-market expansion grid
 - 5.4 Segmentation and positioning
- 6 Marketing-Mix
 - 6.1 Product
 - 6.2 Price
 - 6.3 Distribution
 - 6.4 Communication

Methods: Lecture, discussion, practices and reading assignments
Examination: final written or oral exam as a part of the exam in Business Administration

Literature:

- Bruhn, M. (2007): Marketing. Grundlagen für Studium und Praxis, 8. Auflage, Wiesbaden: Gabler
- Kuß, A. (2006): Marketing-Einführung, 3. Auflage, Wiesbaden: Gabler
- Armstrong, G., Kotler, P. (2004): Marketing: An Introduction, New Jersey: Prentice Hall

Language: deutsch