



|                             |  |
|-----------------------------|--|
| <b>Subject</b>              | <b>Marketing</b>   |
| <b>Course:</b>              | Basic Principles of Marketing  |
| <b>Professor in charge:</b> | Prof. Dr. Erika Leischner  |
| <b>Target group:</b>        | Students in their fifth semester (BBA and Diploma)   |
| <b>Class contact hours:</b> | 5 hours per week   |
| <b>Aims:</b>                | <ul style="list-style-type: none"><li>• The students should understand the importance and function of marketing in business and should learn to communicate professionally using the correct marketing terminology.</li><li>• They should learn about different marketing concepts and theories and their application to real life marketing problems.</li><li>• Furthermore, they should get familiar with how to develop marketing concepts and how to structure marketing processes.</li><li>• They should study both marketing strategies and the marketing-mix-decisions.</li><li>• Finally, they should get a basic knowledge of brand management thereby learning to combine strategic and operative aspects of marketing.</li></ul>  |
| <b>Contents:</b>            | <ol style="list-style-type: none"><li>1 Marketing concept and marketing theories<ol style="list-style-type: none"><li>1.1 Marketing history</li><li>1.2 Marketing concept</li><li>1.3 Marketing theories</li><li>1.4 Generic marketing</li></ol></li><li>2 Brand management<ol style="list-style-type: none"><li>2.1 Types of brands / functions of brands</li><li>2.2 Brand management in practice (case)</li><li>2.3 Managing a brand</li><li>2.4 Managing a brand portfolio</li><li>2.5 Brand architectures</li></ol></li><li>3 Marketing management process<ol style="list-style-type: none"><li>3.1 Marketing management: planning levels</li><li>3.2 Marketing management in practice (case)</li><li>3.3 Analyzing the marketing situation</li><li>3.4 Formulating marketing goals</li><li>3.5 Deciding on the marketing strategy</li></ol></li><li>4 Developing marketing strategies<ol style="list-style-type: none"><li>4.1 Life cycle and portfolio analysis</li><li>4.2 Product market expansion grid</li><li>4.3 Segmentation and positioning</li><li>4.4 Competitive strategies</li><li>4.5 International strategies</li></ol></li><li>5 Designing the marketing mix<ol style="list-style-type: none"><li>5.1 Product<ol style="list-style-type: none"><li>5.1.1 Objectives and decisions in product policy</li><li>5.1.2 New product development</li></ol></li><li>5.2 Price<ol style="list-style-type: none"><li>5.2.1 Objectives and decisions in pricing policy</li><li>5.2.2 Theoretical foundation of pricing</li><li>5.2.3 Pricing methods</li></ol></li><li>5.3 Communication<ol style="list-style-type: none"><li>5.3.1 Objectives and decisions in communication policy</li><li>5.3.2 Integrated market communication</li></ol></li></ol></li></ol> |



#### 5.4 Distribution

5.4.1 Objectives and decisions in distribution policy

5.4.2 Designing marketing channels

5.4.3 Industry-trade-cooperation

**Methods:**

Lecture, discussion, practices, case studies and reading assignments

**Examination:**

Final written or oral exam as a part of the exam in marketing

**Literature:**

- Becker, J. (2002): Marketingkonzeption, Grundlagen des strategischen und operativen Marketingmanagements, 7. Auflage, München: Vahlen
- Diller, H. (Hrsg.) (2001): Vahlers Großes Marketinglexikon, 2. Auflage, München: Vahlen
- Esch, F.-R. (2005): Strategie und Technik der Markenführung, 3. Auflage, München: Vahlen
- Homburg, C. , Krohmer, H. (2003): Marketingmanagement. Strategie - Instrumente - Umsetzung - Unternehmensführung, Wiesbaden: Gabler
- Kotler, P. (2003): Marketing Management, 11th Edition, New Jersey: Pearson Education
- Meffert, H. (2000): Marketing, Grundlagen marktorientierter Unternehmensführung, 9. Auflage, Wiesbaden: Gabler
- Meffert, H., Burmann, C. und M. Koers (Hrsg.) (2005): Markenmanagement. Grundfragen der identitätsorientierten Markenführung, 2. Auflage, Wiesbaden: Gabler
- Aktuelle Zeitschriftenartikel: insbesondere aus „Marketing ZFP“ und „absatzwirtschaft“

**Language:**

German

**Case Studies:**

Yes, case studies included