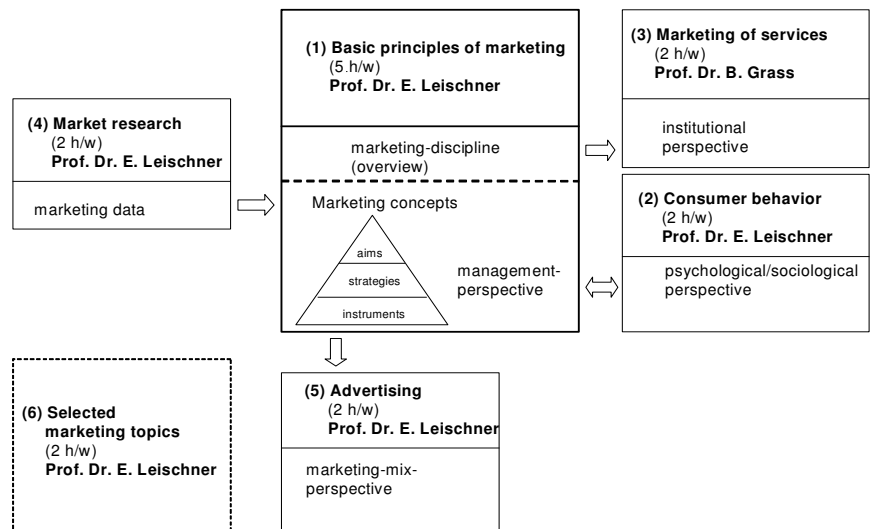




<b>Subject:</b>	<b>Marketing – Overview</b>
<b>Courses:</b>	Basic Principles of Marketing (5 h/w), Market Research (2 h/w), Marketing of Services (2 h/w), Consumer Behavior (2 h/w). Advertising (2 h/w), Selected Marketing Topics (2 h/w)
<b>Professors in charge:</b>	Prof. Dr. Erika Leischner, Prof. Dr. Brigitte Grass
<b>Target group:</b>	Students in their fifth semester (BBA and Diploma)
<b>Class contact hours:</b>	15 hours per week (h/w)
<b>Aims:</b>	see course syllabi of the above mentioned courses
<b>Contents:</b>	<p>Given the diversity of the marketing discipline each marketing professor has to set certain priorities and accordingly everyone focuses on different topics in research as well as in teaching. At the Fachhochschule Bonn-Rhein-Sieg (Rheinbach), students majoring in marketing are offered the below described courses.</p> <p><b>1</b> - The course „<b>Basic Principles of Marketing</b>“ (5 h/w) is the core course for those majoring in marketing. After an introduction to the history of marketing, selected marketing theories are discussed and evaluated with respect to helping to solve real life marketing problems. The focus of the course lies on a management oriented view of marketing. Strategic and operative aspects of marketing are combined with each other. Contents are the development of marketing concepts – analyzing marketing situations, formulating marketing goals, deciding on marketing strategies and designing the marketing mix.</p> <p><b>2</b> – As marketing always implies an orientation on the customers’ needs, it is crucial for every marketer to know his customers’ attitudes and behaviors. The course “<b>Consumer Behavior</b>” (2h/w) offers psychological and sociological insights helping to understand consumers and to influence them accordingly.</p> <p><b>3</b> – Marketing techniques may differ depending on the sector or industry branch one is dealing with. An institutional perspective is taken in the course “<b>Marketing of Services</b>” (2 h/w). Given the importance of services in our economy, the particularities of marketing services are treated in this course.</p> <p><b>4</b> – A variety of data is needed for planning, implementing and controlling marketing processes. The course “<b>Market Research</b>” (2h/w) shows how these data are gathered, analyzed and interpreted. The focus here lies on the market research process, research designs and the corresponding research methods.</p> <p><b>5</b> – When marketing fast moving consumer goods communication - and especially classical advertising - plays an important role. The course “<b>Advertising</b>” (2h/w) offers information on how to develop an advertising strategy, how to design advertising messages effectively, how to select the suitable media and finally how to control advertising effectiveness.</p>



**6 - In the course „Selected Marketing Topics“ (2 h/w) the students concentrate on current discussions in the marketing literature by writing a paper on a selected topic. They have to present and discuss their theses in class.**

**Methods:** see course syllabi of the above mentioned courses  
**Examination:** Final written or oral exam  
**Literature:** see course syllabi of the above mentioned courses  
**Language:** German  
**Geplante Case Studies:** Yes, case studies are included