



Module:

Fundamentals in Business Administration

Course:

Introduction to Marketing

Professor in charge:

Prof. Dr. Erika Leischner

Lecturer:

Prof. Dr. Erika Leischner

Target Group:

1st semester

Scope:

2 hours per week

ECTS- Points:

2,5

Workload:

Class Contact:	22,5 h
Examination according to §14 Abs. 3:	1,0 h
Examination preparatory:	19,0 h
Self study/preparatory and follow-up study:	32,5 h
Total:	75,0 h

Objectives:

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:

Week	Content	References
1.	Marketing – Concept and History	Bruhn, M. (2009): Marketing. Grundlagen für Studium und Praxis, Wiesbaden: Gabler, 9. Auflage, S. 13-23 oder Kuß, A. (2006): Marketing-Einführung, Wiesbaden: Gabler, S. 1-27
2.	Marketing Process - Overview	Bruhn, M. (2009), S. 23-52
3.	Consumer Behavior – Introduction	Kuß, A. (2006), S. 79-103
4.	Market Research – 1	Bruhn, M. (2009), S. 87-110

5.	Market Research – 2	Kuß, A. (2006), S. 56-78
6.	Market Strategies – 1	Bruhn, M. (2009), S. 53-74
7.	Market Strategies – 2	Bruhn, M. (2009), S. 74-86
8.	Marketing-Mix: Product – 1	Bruhn, M. (2009), S. 123-144
9.	Marketing-Mix: Product – 2	Bruhn, M. (2009), S. 144-164
10.	Marketing-Mix: Price	Bruhn, M. (2009), S. 165-182
11.	Marketing-Mix – Distribution	Bruhn, M. (2009), S. 245-278
12.	Marketing-Mix: Communication – 1	Bruhn, M. (2009), S. 199-224
13.	Marketing- Mix: Communication – 2	Bruhn, M. (2009), S. 224-244
14.	Presentation Case Study	
15.	Summary und Preparation for Exam	

Teaching Methods:

lecture, discussion, practices and reading assignments

Examination:

written exam

Language:

German

Planned Case Studies:

small case studies planned

Miscellaneous:
