

Semester term	Winter	Summer	2nd semester			
ECTS		5				
Language	English					
Content	<p>This course communicates the philosophy, the strategy and the instruments of Marketing applied in order to lead a company market-orientated as well as customer orientated at once. Next to the ordinary instruments regarding sales-policy selected aspects of consumer behavior, customer analysis and customer management, market research as well as opinion research are taught.</p> <ol style="list-style-type: none"> 1. Nature and philosophy of the marketing approach 2. Marketing information <ol style="list-style-type: none"> 2.1 Principles and basic terms of Marketing 2.2 Introduction in Market Research 2.3 Market analysis and transfer to strategic Marketing 3. Marketing Instruments <ol style="list-style-type: none"> 3.1 Product policies 3.2 Price policies 3.3 Distribution (Place) policies 3.4 Communication (Promotion) policies 4. Further consolidation <ol style="list-style-type: none"> 4.1 Customer analysis and segmentation approach 4.2 ecommerce and dialogue marketing 					
Learning Objectives	<p>Successful students are able to</p> <ul style="list-style-type: none"> - understand basic descriptive and inductive statistical concepts, - apply general statistical concepts to real world problems 					
Precondition for attendance	None					
Work load	<p>150 hours, including 60 hours in seminars and lectures 53,7 hours individual learning 35 hours preparation of marketing plan 1,3 hours examination</p>					
Precondition for exam	Mid-term exam					
Seminar form and exams	Teaching units	Weekly hours			exam	ECTS
		L	S	T		
		2	2		Written exam (60 min.) and marketing plan	5
Bibliography (latest editions apply)	<p>Bruhn (*): Marketing, Wiesbaden Kotler (*): Marketing Management, New Jersey Meffert (*): Marketing, Wiesbaden (*) the latest edition</p>					
Program	Bachelor Business Administration; International Management					