

Marketing				
Department code: IBM6.6		Module name in German: Marketing		
Workload: 150 hours, made up of: 72 contact hours 78 self-study hours		ECTS credits: 5 ECTS	Semester: 6th semester	Frequency of module: Summer semester
Module type: Compulsory module		Academic level: Bachelor's degree	Duration: 1 semester	
		Suitability of module: Recommended pre-requisite for Bachelor's Thesis; study programmes in the fields of business and economics		
1	<b>Learning outcomes:</b> Students are able to plan, implement and monitor effective and efficient marketing measures in an international setting. They can identify marketing challenges in globalized companies, evaluate types of market launch and market launch strategies in terms of their strengths and weaknesses, and recognize the main challenges of marketing management in internationalised companies.			
2	<b>Module content:</b> <ul style="list-style-type: none"><li>– The course focuses on teaching students about the marketing management process in international procurement and sales markets</li><li>– Understanding the international marketing environment</li><li>– International market coverage strategies</li><li>– International product, brand and communication management</li><li>– Organisational aspects in international marketing</li><li>– In addition, the course teaches the fundamentals of global economic issues, geographical differences in consumer behaviour and in retail structures, and conclusions are formulated for the efficient use of marketing instruments in the mix</li></ul>			
3	<b>Teaching and learning methods:</b> 3 SWS seminar-type tuition 1 SWS practical tutorial			
4	<b>Module language:</b> English			
5	<b>Pre-requisites for studying this module:</b> required: none recommended: Macroeconomics			
6	<b>Type of examination:</b> Oral interview or presentation			
7	<b>Assessment methods:</b> Graded			
8	<b>Requirements for awarding ECTS credits:</b> Student must pass module examination			
9	<b>Other remarks:</b> None			