

Marketing

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14.09.2023

Allgemeine Modulinformationen

Modulcode	W.ALMGT12.18
Stufe / Studiengang	Bachelor of Science in International Business Administration
Modultyp	Kernmodul, Generalistisches Studium
Modulniveau	Aufbau
Workload	3 ECTS Credits (90 Arbeitsstunden)

Einbettung in Studienverlauf

Eingangskompetenzen	Competencies equivalent to the SFBI curriculum for the Swiss vocational baccalaureate ("Berufsmaturität mit Ausrichtung Wirtschaft/Dienstleistungen")
Anschlussmodule	W.ALMGT02 (Organisation Design)

Modulziel

The module is designed to serve as an introduction to the basic principle of marketing, practices, and the application of these practices. Specific topics highlight the role of Industry 4.0 technologies both for marketing operations, marketing decision making and planning; buyer behaviour, market segmentation, targeting and positioning, product/services management issues, pricing, distribution channels, digitalization and how these areas are impacted by digital marketing concepts. The course will provide an essential foundation in the principles of marketing, its role in a business and social context and will prepare students for further study in management discipline.

Teilziel 1

Recognise the important role marketing plays as a management tool

	Wichtigkeit	Relevante NQF-Deskriptoren
Fachkompetenz: Relate marketing strategies to business and corporate strategies.	hoch	Anwenden
Problemlösungs- und Beurteilungskompetenz: Solve marketing problems in various business scenarios such as private and public companies.	mittel	Urteilen
Methodenkompetenz: Apply frameworks to analyse information.	mittel	Anwenden
Kommunikationskompetenz: Discuss marketing related issues.	mittel	Kommunikation
Sozialkompetenz: Manage working in small groups to solve marketing problems	mittel	Selbstlernfähigkeit

Teilziel 2

Manage marketing tools to develop and promote products and services in a digital age.

	Wichtigkeit	Relevante NQF-Deskriptoren
Fachkompetenz: Analyse and recognise marketing tools	hoch	Anwenden
Problemlösungs- und Beurteilungskompetenz: Apply marketing tools to solve problems in real companies.	mittel	Urteilen
Methodenkompetenz: Conduct research to gather marketing information.	mittel	Anwenden

Teilziel 3

Relate to the buyer decision making process and the impact of digital technologies.

	Wichtigkeit	Relevante NQF-Deskriptoren
Fachkompetenz: Identify how purchase decisions are made in a B2B and in a B2C business.	hoch	Wissen
Problemlösungs- und Beurteilungskompetenz: Apply customer journey maps to the customer decision making processes	mittel	Anwenden
Selbstkompetenz: Explain own buying behaviour influences.	mittel	Selbstlernfähigkeit

Teilziel 4

Demonstrate the importance of market segmentation, targeting and positioning in a marketing strategy.

	Wichtigkeit	Relevante NQF-Deskriptoren
Fachkompetenz: Employ bases used in segmenting B2B and B2C markets.	hoch	Wissen
Problemlösungs- und Beurteilungskompetenz: Recognise relevant market segments in the target market.	mittel	Anwenden
Sozialkompetenz: Construct a belief in the value of helping others by adopting a customer orientation attitude.	mittel	Selbstlernfähigkeit

Lerninhalte

LEARNING Content

1. Marketing Strategy in digital age.
2. Micro and macro environments & SWOT analysis.
3. Appreciate the need for marketing research.
4. Consumer buying and business decision making models.
5. Market segmentation, targeting and positioning.
6. Marketing mix i.e. product, promotion, place and price in a digital age.

KEY & COGNITIVE SKILLS

- A. Presentation & Communication skills
- B. Team working
- C. Research and information gathering and Information interpretation
- D. Design Thinking Skills
- E. Case Analysis

Lehr- und Lernformen

Kontaktstudium	Übungen; Vorlesung; Präsentationen; Diskussion; Fallstudien; Gruppenarbeiten
Begleitetes Selbststudium	Einzelarbeit; Gruppenarbeit; Projektarbeit; Web-based/Online Training; Obligatorische Lektüre

Workload

Kontaktstudium	28 Lektionen / 21 Stunden (23.3%)
Begleitetes Selbststudium	62 Lektionen / 46.5 Stunden (51.7%)
Autonomes Selbststudium	22.5 Stunden (25%)

Leistungsnachweise

Art	Umfang	Gewichtung	Form	Bewertungsart	Zeitpunkt
Schriftliche Prüfung	60 Minuten	100%	open book	Noten	Ende Semester
-	-	%	-	-	-