

## Syllabus Course description

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| <b>Course title</b>               | Marketing                         |
| <b>Course code</b>                | 27013                             |
| <b>Scientific sector</b>          | SECS-P/08                         |
| <b>Degree</b>                     | Bachelor Economics und Management |
| <b>Semester and academic year</b> | 2nd semester 2019-2020            |
| <b>Year</b>                       | 2nd year                          |
| <b>Credits</b>                    | 7                                 |
| <b>Modular</b>                    | No                                |

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| <b>Total lecturing hours</b> | 42                                                                                                                                                                                        |
| <b>Total lab hours</b>       | none                                                                                                                                                                                      |
| <b>Total exercise hours</b>  | none                                                                                                                                                                                      |
| <b>Attendance</b>            | suggested, but not required                                                                                                                                                               |
| <b>Prerequisites</b>         | none                                                                                                                                                                                      |
| <b>Course page</b>           | <a href="https://www.unibz.it/it/faculties/economics-management/bachelor-economics-management/">https://www.unibz.it/it/faculties/economics-management/bachelor-economics-management/</a> |

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| <b>Specific educational objectives</b> | <p>Overall, the course is designed to assist students in developing an understanding of marketing concepts. It should enable students to assess and develop marketing strategies and to have a good basis of knowledge regarding markets and its actors. In addition, the course</p> <ul style="list-style-type: none"> <li>- provides students the opportunity to analyze and solve problems in marketing.</li> <li>- helps to sharpen students' understanding of marketing management concepts, tools, and techniques applied in businesses.</li> <li>- enhances students' decision making skills, her/his ability to express ideas persuasively and to critically appraise the ideas of others.</li> </ul> |
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| <b>Lecturer</b>                          | Dr. Frieda Raich<br>Office E 3.10<br>e-mail: <a href="mailto:frieda.raich@unibz.it">frieda.raich@unibz.it</a> |
| <b>Scientific sector of the lecturer</b> | SECS-P/08                                                                                                     |
| <b>Teaching language</b>                 | German                                                                                                        |
| <b>Office hours</b>                      | tba                                                                                                           |
| <b>Lecturing assistant</b>               | none                                                                                                          |
| <b>Teaching assistant</b>                | To be announced                                                                                               |

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| <b>List of topics covered</b> | <p>The lecture provides a comprehensive introduction into the principles of marketing from seven different perspectives:</p> <p>(1) Theoretical perspective:<br/>The theoretical foundations of contemporary marketing science are sketched, enabling students to understand models, instruments, activities and typical decisions made in the area of marketing. Issues covered are, for instance, consumer behavior concepts/models and organizational buying behavior.</p> <p>(2) Empirical perspective:<br/>The sources of primary, secondary, and meta-analytic data feeding into marketing decisions are sketched. Furthermore, the rationale and typical applications of data analysis procedures are presented.</p> <p>(3) Strategic perspective:<br/>Strategic issues and approaches are being treated here (marketing strategy).</p> <p>(4) Available instruments and tools perspective:<br/>An overview of the four marketing instruments is given (product, price, place, promotion).</p> <p>(5) Context-specific perspective:<br/>Specific marketing challenges in different organizational and industrial settings are sketched, such as, for instance, service marketing, retail marketing, business-to-business marketing, and international marketing.</p> <p>(6) Implementation-oriented perspective:<br/>Methods and procedures on how to implement marketing concepts within different organizational settings are treated in this section.</p> |
| <b>Teaching format</b>        | Frontal lectures, discussions, group working                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Learning outcomes</b> | <p>After attending this course, the student</p> <p>(1) Knowledge and Understanding</p> <ul style="list-style-type: none"> <li>• knows basic concepts and models in marketing</li> <li>• understands the tasks of marketing managers</li> </ul> <p>(2) Applying knowledge and understanding</p> <ul style="list-style-type: none"> <li>• can apply the gained knowledge to develop solutions for applied marketing problems</li> </ul> <p>(3) Making judgements</p> <ul style="list-style-type: none"> <li>• can make judgments about marketing decisions</li> <li>• integrates knowledge and understanding acquired in the course with knowledge and understanding from other courses</li> <li>• can critically appraise the ideas of others</li> </ul> <p>(4) Communication skills</p> <ul style="list-style-type: none"> <li>• can communicate clearly and present his or her ideas in a convincing manner (orally and in writing)</li> </ul> <p>(5) Learning skills</p> <ul style="list-style-type: none"> <li>• is able to pursue autonomous learning</li> </ul> |
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| <b>Assessment</b>                                          | <p><u>Attending students:</u><br/>Three pillars:</p> <ul style="list-style-type: none"> <li>- Written exam (70%)</li> <li>- Group working (30%) (submission of 3 group exercises)</li> </ul> <p><u>Non-attending students</u></p> <ul style="list-style-type: none"> <li>- Written exam (100%)</li> </ul>                                                                       |
| <b>Assessment language</b>                                 | German                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Evaluation criteria and criteria for awarding marks</b> | <p><u>Attending students:</u><br/>Written exam: degree of reaching learning objectives<br/>Group work: commitment and quality of outcome<br/>In class: contribution to in-class learning</p> <p><u>Non-attending students:</u><br/>Written exam: degree of reaching learning objectives</p>                                                                                     |
| <b>Required readings</b>                                   | <p><u>Attending students:</u><br/>Course pack</p> <p><u>Non-attending students:</u><br/>Meffert H./Burmann, C./Kirchgeorg, M. &amp; Eisenbeiß M. (2019). Marketing. Grundlagen marktorientierter Unternehmensführung. 13. Auflage. Springer Gabler<br/>pp. 3-30; 47-74; 169-198; 214-242; 269-363; 395-428; 445-468; 489-536; 579-600; 633-789 (overview); 881-891; 927-929</p> |
| <b>Supplementary readings</b>                              | <p>Announced throughout the course</p> <p>Kotler, P./Keller, K.L./Opresnik, M.O. (2017). Marketing-Management. Pearson Studium</p>                                                                                                                                                                                                                                              |

## Syllabus Beschreibung der Lehrveranstaltung

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| <b>Titel der Lehrveranstaltung</b>                                  | Marketing                                                 |
| <b>Code der Lehrveranstaltung</b>                                   | 27013                                                     |
| <b>Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung</b> | SECS-P/08                                                 |
| <b>Studiengang</b>                                                  | Bachelor in Wirtschaftswissenschaften und Betriebsführung |
| <b>Semester und akademisches Jahr</b>                               | 2. Semester 2019-2020                                     |
| <b>Studienjahr</b>                                                  | 2. Studienjahr                                            |
| <b>Kreditpunkte</b>                                                 | 7                                                         |
| <b>Modular</b>                                                      | Nein                                                      |

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| <b>Gesamtanzahl der Vorlesungsstunden</b>  | 42                                                                                                                                                                  |
| <b>Gesamtzahl der Laboratoriumsstunden</b> | Nicht vorgesehen                                                                                                                                                    |
| <b>Gesamtzahl der Übungsstunden</b>        | Nicht vorgesehen                                                                                                                                                    |
| <b>Anwesenheit</b>                         | Die Teilnahme wird empfohlen aber sie ist nicht Pflicht.                                                                                                            |
| <b>Voraussetzungen</b>                     | Nicht vorgesehen                                                                                                                                                    |
| <b>Link zur Lehrveranstaltung</b>          | <a href="http://www.unibz.it/en/economics/progs/bacs/economics/courses/default.html">http://www.unibz.it/en/economics/progs/bacs/economics/courses/default.html</a> |

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| <b>Spezifische Bildungsziele</b> | <p>Dieser Kurs soll Studierenden helfen, ein Verständnis von zentralen Konzepten im Bereich des Marketings zu entwickeln. Die StudentInnen sollen in der Lage sein, Marketingstrategien zu beurteilen und zu entwickeln sowie den Markt und seine Akteure zu verstehen. Außerdem</p> <ul style="list-style-type: none"> <li>- ermöglicht der Kurs den Studierenden, Probleme im Marketing zu analysieren.</li> <li>- hilft der Kurs den Studierenden, ihr Verständnis von Marketingmanagement zu schärfen, indem unterschiedliche Instrumente diskutiert werden.</li> <li>- steigert die Teilnahme am Kurs die Entscheidungsfähigkeit der Studierenden, verbessert ihre Fähigkeit, eigene Ideen überzeugend zu kommunizieren und die Ideen anderer Personen kritisch würdigen zu können.</li> </ul> |
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| <b>Dozent</b> | <p>Dr. Frieda Raich<br/>Office E 3.10<br/>e-mail: <a href="mailto:frieda.raich@unibz.it">frieda.raich@unibz.it</a></p> |
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| <b>Wissenschaftlich-disziplinärer Bereich des Dozenten</b> | SECS-P/08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Unterrichtssprache</b>                                  | Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprechzeiten</b>                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Beauftragter für Übungsstunden</b>                      | Nicht vorgesehen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Didaktischer Mitarbeiter</b>                            | Wird bekannt gegeben                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Auflistung der behandelten Themen</b>                   | <p>Im Rahmen dieser Veranstaltung wird ein einführender Überblick über das gesamte Stoffgebiet des Fachs Marketing geboten. Wert wird auf eine hohe Systematik der Darstellung in Form der folgenden sieben Perspektiven gelegt:</p> <p>Im Rahmen der (1) theoretischen Perspektive des Marketings werden diejenigen theoretischen Grundlagen dargestellt, die erforderlich sind, um Marketingmodelle, Marketinginstrumente, Marketingaktivitäten und Marketingentscheidungen zu verstehen.</p> <p>Im Kern der (2) informationsbezogenen Perspektive des Marketings steht die Frage, wie Unternehmen die für zielführende Marketingentscheidungen notwendigen unternehmensexternen Informationen gewinnen können.</p> <p>Im Rahmen der (3) strategischen Perspektive des Marketings geht es um die grundsätzliche und langfristige Orientierung der Marktbearbeitung des Unternehmens.</p> <p>Zur Realisierung der Marketingstrategie dient der systematische Einsatz der Marketinginstrumente, welche im Rahmen der (4) instrumentellen Perspektive des Marketings behandelt wird.</p> <p>Im Rahmen der (5) institutionellen Perspektive geht es um die Besonderheiten des Marketings unter speziellen institutionellen Rahmenbedingungen (z.B. Marketing von Dienstleistungen, Marketing von Handelsunternehmen, Business-to-Business-Marketing, internationales Marketing).</p> <p>Die (6) implementationsbezogene Perspektive des Marketings befasst sich mit den unternehmensinternen Rahmenbedingungen. Sie widmet sich primär denjenigen Unternehmensbereichen, die Marketingaufgaben wahrnehmen.</p> <p>Im Mittelpunkt der (7) führungsbezogenen Perspektive des Marketings steht die marktorientierte Unternehmensführung. Es geht hier also nicht nur um die Unternehmensbereiche, die sich primär mit Marketingaufgaben beschäftigen, sondern um die marktorientierte Führung des gesamten Unternehmens.</p> |
| <b>Unterrichtsform</b>                                     | Vorlesungen, Diskussionen, Gruppenarbeiten                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Erwartete Lernergebnisse</b>                            | <p>Die Kursteilnahme ermöglicht Studierenden</p> <p>(1) Wissen und Verstehen</p> <ul style="list-style-type: none"> <li>- die grundlegenden Konzepte und Modelle im Marketing kennenzulernen.</li> <li>- zu verstehen, welche Aufgaben Marketing-Verantwortliche zu bewältigen haben.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|                                                                  | <p>(2) Anwenden von Wissen und Verstehen</p> <ul style="list-style-type: none"> <li>- das erworbene Wissen anzuwenden, um Lösungen für praktische Probleme zu entwickeln.</li> </ul> <p>(3) Urteilen</p> <ul style="list-style-type: none"> <li>- Urteile über Entscheidungen im Bereich Marketing zu bilden.</li> <li>- die Ideen Dritter kritisch zu würdigen.</li> </ul> <p>(4) Kommunikation</p> <ul style="list-style-type: none"> <li>- nachvollziehbar und überzeugend zu kommunizieren und zu präsentieren.</li> </ul> <p>(5) Lernstrategien</p> <ul style="list-style-type: none"> <li>- sich selbständig Wissen anzueignen.</li> </ul> |
| <b>Art der Prüfung</b>                                           | <p><u>Studenten, die den Kurs besuchen („attending students“)</u></p> <p>Drei Säulen:</p> <ul style="list-style-type: none"> <li>- Prüfung (schriftlich): 70%</li> <li>- Gruppenarbeit: 30 % (Abgabe von 3 Gruppenübungen)</li> </ul> <p><u>Studenten, die den Kurs nicht besuchen („non-attending students“)</u></p> <ul style="list-style-type: none"> <li>- Prüfung: 100%</li> </ul>                                                                                                                                                                                                                                                          |
| <b>Prüfungssprache</b>                                           | Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Bewertungskriterien und Kriterien für die Notenermittlung</b> | <p><u>Attending students:</u></p> <p>Schriftliche Prüfung: Erreichung der Lernziele<br/> Gruppenarbeit: Einsatz und Qualität der Arbeit<br/> Aktive Kursteilnahme: Aktive Mitarbeit in der Klasse, Beitrag zum Erreichen der Lernziele</p> <p><u>Non-attending students:</u></p> <p>Schriftliche Prüfung: Erreichung der Lernziele</p>                                                                                                                                                                                                                                                                                                           |
| <b>Pflichtliteratur</b>                                          | <p><u>Studenten, die den Kurs besuchen („attending students“):</u><br/> Kursunterlagen (coursepack)</p> <p><u>Studenten, die den Kurs nicht besuchen („non-attending students“):</u><br/> Meffert H./Burmann, C./Kirchgeorg, M. &amp; Eisenbeiß M. (2019). Marketing. Grundlagen marktorientierter Unternehmensführung. 13. Auflage. Springer Gabler<br/> Seiten 3-30; 47-74; 169-198; 214-242; 269-363; 395-428; 445-468; 489-536; 579-600; 633-789 (Überblick); 881-891; 927-929</p>                                                                                                                                                           |
| <b>Weiterführende Literatur</b>                                  | <p>Wird während des Kurses bekanntgegeben.</p> <p>Kotler, P./Keller, K.L./Opresnik, M.O. (2017). Marketing-Management. Pearson Studium</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |