

Course T5.9 XXX359 Marketing Projects

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of course	S (seminar)
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Extensive scenario analysis (case study or company-based)
Type of examination	LA (course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	International Marketing (4th semester)
Teaching/learning methods	Seminar
Professional competence: In-depth knowledge and comprehension	Student will be able to: • Understand the specific characteristics of consumer marketing • Know the factors to be included in an environment analysis • Know what types of customers exist, understand customer behaviour • Know media allocation and budgeting • Students get knowledge of primary and secondary data as well as • Knowledge to analyse the situation of a company (analysis of the macro and micro environment using PESTEL, SWOT etc.) • Knowledge of market entry decisions in international markets (derivation of decision indicators, application of models such as scoring, etc.) • Knowledge of the definition of target groups • Knowledge about defining goals and deriving strategies • Knowledge of how to achieve goals and implement strategies based on a marketing mix plan
Professional competence : conative skills, analysis and synthesis of knowledge	Based on an international case study or a specific company from Germany or abroad, students analyse the situation and decide on a new country market. They define a target group and company goals from a marketing perspective and develop a strategy and a marketing plan at the instrumental level to achieve the goals. The recommendations can be presented comprehensively, confidently and coherently.
Personal competence: Social competence	• Definition of the work process, distribution of information, finding joint solutions and making joint decisions • Appreciation of others and other opinions

Personal competence: Independence / autonomy	• Set and realise your own goals • Time management • Research and analysis work • Critical thinking • Feedback culture • Ability to reflect and criticise • Out-of-the-box thinking
Competence level according to GQF	6
Contents	Based on the theoretical knowledge acquired in the marketing courses mentioned above a fullfledged marketing plan is to be developed. The plan includes a market analysis (industry, competitors, consumers), and the 4Ps. Students are expected to apply the marketing knowledge they have acquired during their studies and to develop their Work on marketing plans independently. Regular feedback sessions ensure that students are on the right track. Feedback is also given in writing and outside lesson times. Both a written report based on the Guidelines for scientific work as well as an oral presentation are to be prepared and delivered.
Recommended optional programme components	None
Additional specifics	Student teams are organised according to functional marketing aspects (e.g. product management, marketing communication, sales) or subdivided as consultants competing for ideas.
Literature/learning sources	Homburg, Christian, Kuester, Sabine, and Krohmer, Harley (2012): Marketing Management: A Contemporary Perspective, 2nd revised edition, McGraw-Hill, Maidenhead, UK. Homburg, Christian, Schäfer, Heiko und Schneider, Janna (2012), Sales Excellence, Springer, Heidelberg. Glowik, Mario, Bruhs, Sarah Maria.; Business-to-Business : A Global Network Perspective Recommended online resources/ publications: Further articles e.g. from the Harvard Business Review will be uploaded onto Ilias.
Scheduled	Regular
Combined assessment	Not applicable