

## Course T5.2 XXX352 Marketing Cases

This course is elective in the module

Person responsible for the course	Prof. Dr. Simon Fauser
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Ongoing case study preparation (analysis, results, recommendations), final examination (individual grade)
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	Having successfully completed "G1.2 Marketing" (recommended)
Teaching/learning methods	Case studies, real-life examples, project work
Professional competence: In-depth knowledge and comprehension	<p>The students will learn:</p> <ul style="list-style-type: none"> <li>• how to understand &amp; apply the relevant marketing instruments</li> <li>• applying the fundamentals of Open Innovation &amp; Design Thinking on marketing context.</li> </ul>
Professional competence : conative skills, analysis and synthesis of knowledge	The identified marketing aspects are evaluated. The students develop decision alternatives and discuss recommendations on the basis of realistic plausibility and coherence criteria.
Personal competence: Social competence	<ul style="list-style-type: none"> <li>- Group work and dealing with group dynamics</li> <li>- Discussion culture</li> </ul>
Personal competence: Independence / autonomy	<ul style="list-style-type: none"> <li>• Time and project management</li> <li>• Research and analysis work</li> <li>• Logical thinking, argumentation and discussion</li> <li>• Ability to reflect</li> </ul>
Competence level according to GQF	6
Contents	<p>In this class, the students are actively engaged in figuring out the principles of marketing by abstracting from the examples. This develops their skills in:</p> <ul style="list-style-type: none"> <li>- Problem solving</li> <li>- Applying analytical tools, quantitative and/or qualitative, depending on the case</li> <li>- Decision making in complex situations</li> <li>- Coping with ambiguities, e.g. ethical dilemmas</li> </ul> <p>Case assignments can be done individually or in teams so that the students can brainstorm solutions and share the work load.</p> <p>A student or team of students do a formal "opening" of the case, outlining their analysis. This</p>

	presentation of the case study establishes the framework for further in-class discussion.
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	<ul style="list-style-type: none"> <li>• Jobber, D., Ellis-Chedwick, F. (2019). Principles and Practice of Marketing. McGrawHill.</li> <li>• Clow, K.E./Baack, D. Cases in Marketing Management, Ivey Casebook Series, current edition.</li> </ul>
Scheduled	Regular
Combined assessment	Not applicable