ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences

ISM-COURSE HANDBOOK

M.A. STRATEGIC MARKETING MANAGEMENT

VERSION WITH 4 SEMESTERS (120 ECTS-CREDITS): VALID FOR STUDENTS STARTING FROM WINTER SEMESTER 2026/27

VERSION WITH 3 SEMESTERS (90 ECTS-CREDITS): VALID FOR STUDENTS STARTING FROM WINTER SEMESTER 2026/27

VERSION OF SEPTEMBER 2026

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STUDY PLAN (120 ECTS)

1. semester Winter semester	ECTS	2. semester Summer semester	ECTS	3. semester Winter semester	ECTS	4. semester Winter semester / Summe	ECTS
Market Research	**6**	**Relationship Marketing**	**6**	**Study Abroad**	**24**	**Master´s Thesis**	**30**
Advanced Market Research	2	Services Marketing & Service Quality	2	Electives, depending on ISM partner university and individual specialization	24	Master´s Thesis	30
Applied Statistics	2	Internal Marketing & Behavioral Branding	2				
Consumer Behavior	2	Customer Relationship Marketing	2				
Strategic Marketing	**6**	**Digital Marketing**	**6**				
Marketing Strategies & Planning	2	Online Marketing, Online Advertising & Social Media	2				
Brand Management	2	E-Marketing & E-Commerce	2				
Trademark & Unfair Competition Law	2	Mobile Marketing	2				
Classic Communications	**6**	**Sales Marketing & Communications**	**6**				
Above-the-Line-Communication	2	Price Management	2				
Media Planning	2	Direct Marketing	2				
Integrated Communication	2	Sales Promotion	2				
Leadership Skills	**6**	**Public & Publicity Communications**	**6**				
Corporate Governance & Business Ethics	2	Event Marketing & Sponsoring	2				
Negotiation, Communication & Executive Presentations	2	Product Placement & Branded Entertainment	2				
Cross Cultural Leadership	2	Public Relations	2				
		Market Research / Consulting Project	**6**				
		Market Research / Consulting Project	6				
Internship					**12**		
Practical Experience Phase I	6			Practical Experience Phase	6		
Total	**30**	**Total**	**30**	**Total**	**30**	**Total**	**30**

*) Subject to modifications

STUDY PLAN (90 ECTS)

1. semester Winter semester	ECTS	2. semester Summer semester	ECTS	3. semester Winter semester	ECTS
Market Research	**6**	**Relationship Marketing**	**6**	**Master´s Thesis**	**30**
Advanced Market Research	2	Services Marketing & Service Quality	2	Master´s Thesis	30
Applied Statistics	2	Internal Marketing & Behavioral	2		
Consumer Behavior	2	Customer Relationship Marketing	2		
Strategic Marketing	**6**	**Digital Marketing**	**6**		
Marketing Strategies & Planning	2	Online Marketing, Online Advertising & Social Media	2		
Brand Management	2	E-Marketing & E-Commerce	2		
Trademark & Unfair Competition Law	2	Mobile Marketing	2		
Classic Communications	**6**	**Sales Marketing & Communications**	**6**		
Above-the-Line-Communication	2	Price Management	2		
Media Planning	2	Direct Marketing	2		
Integrated Communication	2	Sales Promotion	2		
Leadership Skills	**6**	**Public & Publicity Communications**	**6**		
Corporate Governance & Business Ethics	2	Event Marketing & Sponsoring	2		
Negotiation, Communication & Executive Presentations	2	Product Placement & Branded Entertainment	2		
Cross Cultural Leadership	2	Public Relations	2		
Internship		**Market Research / Consulting Project**	**6**		
Practical Experience Phase I	6	Market Research / Consulting Project	6		
Total	**30**	**Total**	**30**	**Total**	**30**

*) Subject to modifications

MODULE

Market Research

Module code MR	**Semester** 1	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German English Trail: English	**Intake** Winter semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Advanced Market Research	18	42	60	2
	Applied Statistics	18	42	60	2
	Consumer Behavior	18	42	60	2

2 **Content**

In terms of content the broad spectrum of qualitative and quantative methods of the marketing- and market research will be conveyed and their use for demanding problems regarding the market- and consumer analysis will be demonstrated.

Advanced Market Research

The course **Advanced Market Research** deals with the qualitative spectrum of methods in detail (12 x 90 minutes). The planning of explorative study designs and the application and evaluation of psychoanalyzed interviews, focusgroup discussions as well as associated and projective techniques will be dealt with.

Applied Statistics

The course **Applied Statistics** deals in detail (12 x 90 minutes) with the types and possible applications of the process of the descriptive and statistical inference. The focus of attention will be on the use, the conduction, the evaluation and the interpretation of the results by means of uni- and multivariate analysis on the basis of practical examples.

Consumer Behavior

The course **Consumer Behavior** reinforces (in 12 x 90 minutes) scientific findings of models and results of the consumer behaviour. Besides the conveying of classical determinants for the behaviour in the context of the consumers like motives, values and lifestyles newer scientific behaviours and neurophysiological findings will be conveyed and possibilities of its analysis will be discovered practically.

3	**Learning outcomes / Competencies** The module imparts the perspective of information collecting within the context of a global marketing approach. The three courses of the module are generally used for the acquisition of broad as well as of profounded knowledge in the market- and consumer research. **Professional skills** The students know qualitative and quantitative methods as well as scientific theories and rules for the analysis and the strategic marketing influence of the consumer behaviour. The student can evaluate tasks, which are market relevant, analyse the data, interpret it and weights its importance. Furthermore the student can manage to take adequate management decisions on the base of a critical evaluation of the findings. The student develops special problem solving skills by a practical and methodical analysis of problems and a solution-oriented evaluation of the results of the market- and consumer research. **Personal competence** The students will increase their personal, social and methodological competence by varying learn- and worksettings for the support of an independent development, planning, conducting and organization of the acquired theoretical and methodological knowledge in the context of marketing research. The students can develop their independency and learning competence as well as improve their communication and reflectional skills in a team context especially by the systematical practice of the module content on the basis of case studies in single- and group work formats. The students can practice their acquired knowledge individually, discuss and reflect possible solutions, as well as integrate complex results in to comprehensive marketing concepts.
4	**Teaching and learning methods** 10% lecture 10% free classroom discussions 30% work in small groups 15% case studies 30% research and analysis tasks 5% special features (e.g. guest speakers, site visits)
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: basic knowledge of data collection and statistics from undergraduate studies
6	**Applicability for this and other programs of study** Applicability of content in this program of study: “Market Research Project” in the second semester and master thesis. Knowledge from this module can also be of relevance for the internship module and the semester abroad. Applicability in other study courses: None

7	**Type and duration of exam** Term paper ("case study", 7.000 words)
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** The research oriented approach of these lectures can include online surveys and research projects with companies.
10	**Literatur** **Advanced Market Research** Compulsory reading: Kumar, V.; Leone, R.P., Aaker, D.; Day, S. (2020): ***Marketing Research***. Verlag Wiley. Denzin, N.; Lincoln, Y. et al. (2023): ***Handbook of Qualitative Research***. Sage Verlag. Supplementary literature: Berekoven, L. (2009): ***Marktforschung: Methodische Grundlagen und praktische Anwendung.*** Gabler Verlag. Brace, I. (2018): ***Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research***, 4rd ed., Kogan Page. Buber, R.; Holzmüller, H. (2009): ***Qualitative Marktforschung: Konzepte - Methoden - Analysen.*** Gabler Verlag. Herrmann, A.; Homburg, C.; Klarmann, M. (2014): *Handbuch Marktforschung: Methoden - Anwendungen – Praxisbeispiele*. Gabler Verlag. Keegan, S. (2009): ***Qualitative Research:*** Good Decision Making Through Understanding People, Cultures and Markets, Kogan Page. Scipione, P.A. (2015): ***A Nation of Numbers:*** The Development of Marketing Research in America, Quirk's Marketing Research Media. Theobald, A. (2017): ***Mobile Research:*** Grundlagen und Zukunftsaussichten für die Mobile Marktforschung, Springer Gabler Verlag. **Applied Statistics** Compulsory reading: Field, A. (2024): ***Discovering Statistics Using SPSS***. Sage Publications. Supplementary literature: Backhaus, K.; Erichson, B.; Plinke, W.; Weiber, R. (2015): ***Multivariate Analysemethoden***. Springer Verlag. Bühl, A. (2014): SPSS22 - ***Einführung in die moderne Datenanalyse.*** Pearson Verlag.

	Bühner, M., Ziegler, M. (2017): ***Statistik für Psychologen und Sozialwissenschaftler***. Pearson Verlag. Döring, N.; Bortz, J.; Pöschel, S. (2015): ***Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften***. Springer Verlag. Rudolf, M., Müller, J. (2012): ***Multivariate Verfahren: Eine praxisorientierte Einführung mit Anwendungsbeispielen in SPSS.*** Verlag Hogrefe. Sedlmeier, P., Renkewitz, F. (2013): ***Forschungsmethoden und Statistik für Psychologen und Sozialwissenschaftler***, Verlag Pearson. Wittenberg, R.; Cramer, H.; Vicari, B. (2014): ***Datenanalyse mit IBM SPSS Statistics – Eine syntaxorientierte Einführung.*** UTB Verlag. **Consumer Behaviour** <u>Compulsory reading:</u> Solomon, M.R (2019): ***Consumer Behavior – Buying, Having and Being,*** Pearson. <u>Supplementary literature:</u> Blackwell, R.; Miniard, P.; Engel, J.; Rahmann, Z. (2017): ***Consumer Behavior***. Verlag Cengage India. Felser, G. (2015): ***Werbe- und Konsumentenpsychologie*****. Springer Verlag.** Kroeber-Riel, W.; Gröppel-Klein, A. (2013): ***Konsumentenverhalten***. Verlag Vahlen. Moser, K. (2015): **Wirtschaftspsychologie**. Springer Verlag. Neumann, P. (2013): ***Handbuch der Markt- und Werbepsychologie***. Hogrefe Verlag. Neumann, P. (2013): ***Handbuch der psychologischen Marktforschung.*** Hogrefe Verlag. Empfohlene wissenschaftliche Fachzeitschriften (u.a.): Journal of Consumer Research, Journal of Consumer Psychology, Journal of Retailing.

Strategic Marketing

Module code MAR	**Semester** 1	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German/ English English Trail: English	**Intake** Winter semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Marketing Strategies & Planning	18	42	60	2
	Brand Management	18	42	60	2
	Trademark & Unfair Competition Law	18	42	60	2

2 **Content**

The module covers the broad spectrum of strategic marketing comprehensively. Strategic, operational and evaluative aspects have to interact efficiently within the marketing process.

Marketing Strategies & Planning

The course **Marketing Strategies & Planning** elaborates on the vast range of generic and specific marketing strategies, their indications and applications. The course focuses on the selection of appropriate strategies and their successful application under a variety of market conditions and for different kinds of products as well as service sectors. This provides the basis for the presentation of the instruments and conditions that are necessary for a successful transfer of marketing strategies into the tactical and operative implementation of these marketing instruments. The course focuses on the development of marketing plans that are based on strategic marketing concepts as well as the resulting options for a systematically consistent implementation.

Brand Management

The course **Brand Management** covers theoretical models as well as practice-oriented conditions for successful brand management in detail. It focuses on brand strategies, brand positioning, brand architecture management as well as processes of brand valuation and brand controlling.

Trademark & Unfair Competition Law

The course **Trademark & Unfair Competition Law** deals with the legal framework of German and international competition and trademark law, which determines the strategic scope of marketing management.

3	**Learning outcomes / Competencies** The module provides an activity/action-oriented perspective in the context of a comprehensive approach to marketing. The three courses of the module serve the acquisition of broad and profound knowledge in the areas of strategic and instrumental marketing. **Expertise (knowledge and skills)** Students possess scientific knowledge necessary to develop marketing concepts and are familiar with tools and instruments for their operational implementation and evaluation. They are able to develop promising marketing strategies based on the insights of market research and the specifications of corporate management and brand management. Their plans are target-oriented and they are able to monitor the effectiveness and efficiency of their solutions. Analysis, development of strategic concepts, operational orientation, evaluation and control of possible solutions in the area of brand management provide students with keen problem-solving skills. Furthermore, by dealing with legally problematic cases in the areas German and international trade law, students gain the skills necessary to assess and evaluate legal implications for corporate actions. **General competencies (social competence and autonomy)** Students attain an extension of their personal, social and methodological competences by different learning and work settings to support independent development, planning, implementation and organization of strategic and instrumental marketing activities. In particular, by systematically practicing the content of the module using case studies in individual and small group formats, students are able to develop their independence and learning skills as well as improve their communication and reflection skills, their teamwork and leadership skills in a group context: students can practice the acquired knowledge individually, discuss and reflect possible solutions, and learn to organize and integrate complex strategy, planning and coordination processes comprehensively and systematically.
4	**Teaching and learning methods** 40 % lecture 10 % free class discussion 20 % small group work 20 % case studies 10 % research and analysis tasks
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: none
6	**Applicability for this and other programs of study** Applicability of content in this program of study: all modules of the second semester as well as the internship module and the semester abroad and the master thesis Applicability in other study courses: none

7	**Type and duration of exam** Written exam (120 min.)
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** Guest lectures and site visits are possible.
10	**Literatur** **Marketing Strategies & Planning** Compulsory reading: Aaker, D.; Moorman C. (2023): ***Strategic Market Management***. Wiley. Blythe, J.; Megicks, P. (2010): ***Marketing Planning: Strategy, Environment and Context***, Financial Times/ Prentice Hall. Supplementary literature: Homburg, C. (2016): ***Marketingmanagement - Strategie, Instrumente, Umsetzung, Unternehmensführung***, Springer Gabler Verlag. Kuß, A.; Tomczak, T. (2014): ***Marketingplanung - Einführung in die marktorientierte Unternehmens- und Geschäftsfeldplanung***, Springer Gabler Verlag. **Brand Management** Compulsory reading: Keller, K.L. (2019): Strategic ***Brand Managment: Building, Measuring, and Managing Brand Equity.*** Pearson. Rosenbaum-Elliott, R.; Percy, L.; Pervan, S. (2018): ***Strategic Brand Management***. OUP Oxford. Supplementary literature: Esch, F.-R. (2017): ***Strategie und Technik der Markenführung***. Vahlen Verlag. Esch, F.-R. (2013): ***Moderne Markenführung***. Gabler Verlag. Florack, A.; Scarabis, M.; Primosch, E. (2017): ***Psychologie der Markenführung.*** Vahlen Verlag. Frahm, L.-G. (2004): ***Markenbewertung - ein empirischer Vergleich von Bewertungsmethoden und Markenwertindikatoren***, Gabler Verlag. Fill, C.; Turnbull, S. (2016): ***Marketing Communications: Discovery, Creation and Conversations***, 7th ed., Pearson. Johansson, J.K. (2014): ***Contemporary Brand Management***, Sage Publications.

Kapferer, J.-N. (2012): ***The New Strategic Brand Management: Advanced Insights and Strategic Thinking***, 5th ed., Kogan Page.

Keller, K.L.; Aperia, T.; Georgson, M. (2011): ***Strategic Brand Management: A European Perspective***, 2nd ed., Financial Times/ Prentice Hall.

Meffert, H.; Burmann, C. (2013): ***Markenmanagement: Identitätsorientierte Markenführung und praktische Umsetzung***, Springer Gabler Verlag.

Schimansky, A. (2017): ***Der neue Wert der Marke: Markenbewertungsverfahren für ein erfolgreiches Markenmanagement***, Verlag Vahlen.

Trademark & Unfair Competition Law

Compulsory reading:

No compulsory readings.

Supplementary literature:

Ahrens, S. (2015): ***Geistiges Eigentum und Wettbewerbsrecht***, Springer Gabler.

Botis, D.; Maniatis, S.; Muhlendahl, A.; Wiseman, I. (2015): ***Trade Mark Law in Europe***. Oxford Univ Press.

Emmerich, V. (2016): ***Unlauterer Wettbewerb***, 10. Aufl., C.H. Beck.

Damm, D. (2009): ***Vergleichende Werbung und Markenrecht***. Grin Verlag.

Haupt, S.; Schmidt, R. (2007): ***Markenrecht und Branding - Schutz von Marken, Namen, Titeln, Domains und Herkunftsangaben***. dtv Verlag.

Marx, C. (2007): ***Deutsches, Europäisches und Internationales Markenrecht***. Verlag Luchterhand.

Sosnitza, O. (2010): ***Deutsches und europäisches Markenrecht***, C.H. Beck.

Classic Communications

Module code CC	**Semester** 2	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German English Trail: English	**Intake** Winter semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Above the Line-Communication	18	42	60	2
	Media Planning	18	42	60	2
	Integrated Communication	18	42	60	2

2 **Content**

In this module, the wide range of traditional marketing communication is mediated related to strategic concepts and instruments. Models and methods of target groups, media and advertising research are constituted, the goal-orientated development of campaigns as part of the strategic planning of communication is explained, possibilities of creative design of promotional materials are demonstrated, tools for planning and budgeting of media distribution are treated and the campaign management of the implementation of integrated communication concepts and coordination of the variety of communication tools is discussed.

Above the Line-Communication

The course **Above the Line-Communication** describes in detail the advertising in in the traditional communication tools (TV, radio, cinema, print, outdoor advertising). Besides theories of advertising, the focus is on the advertising communication process and particularly the strategic planning of communications for the analysis, design and development of advertising campaigns. Inter alia it will be covered: briefing, types of communication goals, tasks, models and tools in Strategic Planning, methods for analyzing brands, products, competitions and target groups, derivations of consumer and brand insights, development of effective communication messages, forms of the creative production of messages related to means of advertising and methods of evaluation of communication.

Media Planning

The course **Media Planning** focuses in detail the planning process of media agencies. It discusses methods for the analysis of media target groups, teaches the basics and findings of advertising mediums- and advertising research and discusses the evolution of cluster plans on the basis of advertising media selection and indicators of media performance. Other main points of the course constitute strategies to determine the media budgets, principles and rules for modulation of advertising pressure and the evaluation of media plans and the media controlling.

Integrated Communication

	The course **Integrated Communication** deals with foundations, conditions, goals and success factors of integrated communication. The process of integrated communication is extensively illuminated from the conception up to the positioning of issue management campaigns. Furthermore, the specific tasks of organization, management and controlling of integrated communication are covered.
3	**Learning outcomes / Competencies** The module covers the basic perspective of marketing communication in the context of an integral marketing approach. The 3 classes of the module serve the acquisition of broad and deep knowledge in the field of classical communication tools, media planning and integrated communications. **Professional expertise** Students are familiar with theories, rules and principles in the field of communication management. They acquire comprehensive knowledge of planning, design, implementation and monitoring of campaigns. They are able to practically apply tools for budgeting, deployment and diffusion of advertisements of Mediaplanning. Students learn to explore communication strategic issues, evaluate and assess them on a company and market-based perspective, to reach an integrated coordination and modulation of above- and below-the-line-appliances based on the findings. Students develop specific problem solving skills with the analysis and evaluation of possible solutions for the design and the execution of marketing communication. **Personal competence** The students attain an extension of their personal, social and methodological competences by different learning and work settings to support independent development, planning, implementation and organization of the acquired theoretical and methodological knowledge in a team and management context. In particular, by systematically practicing the content of the module based on role-playing games, lectures, case studies in individual and small group formats, students are able to develop their independence and learning skills as well as improve their teamwork and leadership skills in a group context: Students are able to practice the acquired knowledge individually, discuss and reflect possible solutions, and learn to result complex strategy-, planning- and coordination processes goal oriented in comprehensive communication campaigns.
4	**Teaching and learning methods** 20 % lecture 20 % free class dicussion 20 % small group work 20 % case studies 20 % research and analysis tasks
5	**Prerequisites for participation** Formal requirements: none

	Recommended prior knowledge: basic knowledge of communication tools and their application in the context of marketing communication is recommended but not mandatory
6	**Applicability for this and other programs of study** Applicability of content in this program of study: knowledge from this module can also be applied in the module "Strategic Marketing", which takes place in the same semester, as well as all modules of the second semester. The module may also be of relevance for the semester abroad and the thesis depending on the courses and subjects selected by the student. Due to their strong practice-orientation, the courses of this module can also be of relevance for the internships that are part of the internship module. Applicability in other study courses: none
7	**Type and duration of exam** Presentation
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** Guest lectures and excursions are possible.
10	**Literatur** **Above the Line-Communication** Compulsory reading: *Batra, R.; Myers, J. G.; Aaker, D. A. (2009):* ***Advertising management.*** *Pearson.* *De Pelsmacker, P.; Geuens, M.; Van den Bergh, J. (2021):* ***Marketing communications: a european perspective****. Pearson.* *Fill, C.; Turnbull, S. (2016):* ***Marketing communications: discovery, creation and conversations****. Pearson.* Supplementary literature: Felser, G. (2015): ***Werbe- und Konsumentenpsychologie***. 4., erw. und vollst. überarb. Aufl., Berlin [u. a.]: Springer. *Fill, C.; Hughes, G.; De Francesco, S. (2013):* ***Advertising: strategy, creativity and media****. Harlow [u.a.]: Pearson.* Föll, K. (2007): ***Consumer Insight: emotionspsychologische Fundierung und praktische Anleitung zur Kommunikationsentwicklung***. Wiesbaden: Dt. Univ.-Verl. Mattenklott, A. [Hrsg.] (2002): ***Werbung: Strategien und Konzepte für die Zukunft***. München: Vahlen. *Ogilvy, D. (2011):* ***Ogilvy on advertising****. Repr., London: Prion.*

Pepels, W. (2014): ***Kommunikationsmanagement***: ***die Kommunikations- und Identitätspolitik im Marketing***. 5., komplett überarb. Aufl., Berlin: Duncker & Humblot.

Percy, L.; Rosenbaum-Elliott, R. (2016): ***Strategic advertising management****, 5th ed., Oxford: Oxford Univ. Press.*

Media Planning

Compulsory reading:

Geskey, R. D. (2015): ***Media planning & buying in the 21st century: integrating traditional & digital media***. Marketing Communications LLC.

Katz, H. (2022): ***The media handbook: a complete guide to advertising media selection, planning, research, and buying.*** Routledge.

Supplementary literature:

Bruhn, M.; Esch, F.-R.; Langner, T. (Hrsg.): ***Handbuch Strategische Kommunikation Grundlagen – Innovative Ansätze – Praktische Umsetzungen.*** 2., vollständig überarbeitete und erweiterte Auflage, 2016 Wiesbaden, Springer-Gabler.

Kelley, L. D.; Jugenheimer, D. W.; Sheehan, K. B. (2015): ***Advertising media planning: a brand management approach***. 4th ed., New York, NY [u.a.]: Routledge.

Rossiter, J. R.; Danaher, P. J. (2012): ***Advanced media planning***. Softcover repr. of the hardcover 1st ed. 1998, New York: Springer.

Sissors, J. Z.; Baron, R. B. (2010): ***Advertising media planning***: [apply the latest advertising technologies, build your brand in every medium, create the right budget for each campaign]. 7th ed., New York [u.a.]: McGraw-Hill.

Turcsanyi, G.; Schützendorf, R.(2013): ***Werbewirkung und Mediaplanung: Kompendium für Praxis und Lehre***. Baden-Baden: Nomos.

Unger, F.; Fuchs, W.; Michel, B. (2013): ***Mediaplanung: methodische Grundlagen und praktische Anwendungen***. 6., aktual. Aufl., Berlin [u.a.]: Springer Gabler.

Young, A. (2014): ***Brand media strategy: integrated communications planning in the digital era***. 2nd ed., New York, NY: Palgrave Macmillan.

Integrated Communication

Compulsory reading:

Percy, L. (2014): ***Strategic integrated marketing communications***. 2nd ed., London [u.a.]: Routledge.

Schultz, D.; Schulz, H. (2004***): IMC, the next generation: five steps for delivering value and measuring returns using marketing communication***. New York [u.a.]: McGraw-Hill.

Supplementary literature:

Bruhn, M. (2014): ***Integrierte Unternehmens- und Markenkommunikation: strategische Planung und operative Umsetzung***; [mit "Best Practice Cases"]. 6., überarb. und erw. Aufl., Stuttgart: Schäffer-Poeschel.

Esch, F.-R. (2011): ***Wirkung integrierter Kommunikation: ein verhaltenswissenschaftlicher Ansatz für die Werbung***. 5., aktual. Aufl., Wiesbaden: Gabler.

	Granati, F. (2014***): IMC; back to communication: how marketers can still profit from simple and effective communications***. Saarbrücken: AV Akademikerverl. Schultz, D.; Schulz, H. (2004): ***IMC, the next generation: five steps for delivering value and measuring returns using marketing communication***. Boston [u.a.]: McGraw-Hill. Young, A. (2014): ***Brand media strategy: integrated communications planning in the digital era***. 2nd ed., New York: Palgrave Macmillan.

Leadership Skills

Modulecode LS	**Semester** 1	**Duration** 1 semester	**ECTS-Credits** 6
Course type Compulsory	**Teaching Language** English	**Intake** Winter semester	**Hours per week (SWS)** 6

1	**Lectures of the module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Corporate Governance & Business Ethics	18	42	60	2
	Negotiation, Communication & Executive Presentations	18	42	60	2
	Cross Cultural Leadership	18	42	60	2

2 **Content**

The module "Leadership Skills" develops the frameworks, explores the tools, and the methods and skills a manager needs to lead a company in an international environment. The courses serves the development of intercultural skills, the training of communication, presentation and negotiation skills as well as the teaching of ethical-normative assistance for decision making in the context of corporate governance system.

Corporate Governance & Business Ethics

This course deals with the conditions, theories, standards and applications of ethical and sustainable business behavior. Corporate governance will be reconstructed as a central pillar of the notion of corporate social responsibility (CSR), with a special focus on standards and principles for ethics-based, sustainable business strategies. Analysis and implementation of ethical business decisions as well as the benefits and challenges of moral action in the national and international context are main focuses. On a theoretical economic base, a business ethics concept is developed, critically examined and the application spectrum illustrated. Participants will learn to apply different ethical theories and concepts through case studies and interactive seminar sessions. Emphasis is laid on humanistic principles of good leadership. The main focus is on moral challenges and how to overcome them in order to be a good corporate citizen in the national and global context. Governance problems will be analyzed based on various theoretical backgrounds, including the theory of incomplete contracts and business networks as well as the stakeholder approach. Possible information, monitoring and decision rights for stakeholders will be considered in order to achieve sustainable value creation and fair value distribution.

Negotiation, Communication & Executive Presentations

This course conveys the wide range of interpersonal communication within as well as outside the company. Concepts, models and strategies for team, management and crisis communications are presented, the relationship between goal-oriented, cross-cultural and ethical interaction premises and their integration techniques are discussed, techniques for consensual persuasion results are shown. The training of communication skills as well as the

	training for the realization of set targets takes place through negotiations, role-plays in negotiations as well as by small talk and networking for business communication processes. The course concludes with the structure, the techniques and the practice of presentations, including the different possibilities to use them in meetings and strategies to adapt them to an intercultural context, by modifying the words, images and gestures. **Cross Cultural Leadership** This course addresses the central models, concepts and theories for successful behavior in leadership and teamwork situations. It covers organizational psychological insights into leadership styles and role behavior, motivation and team effectiveness, the use of power and responsibility in decision-making processes, difficulties in change communication and conflict management as well as corporate hierarchies, framework and success factors. The course focuses on cultural awareness as well as scientific approaches and techniques in the field of intercultural communication and management for a diplomatic and confident manner, for example in bargaining situations in different cultures of the world. Ideas and concepts of cross-cultural management, research on culture and identity concepts (e.g. Hall, Hofstede), and the role of culture in the corporate environment will be presented and the techniques and strategies of verbal, non-verbal and para-verbal communication in intercultural contexts will be trained. Finally, the culture shock and other personal reactions to intercultural encounters will be discussed as well as the manager's toolkit of intercultural skills.
3	**Learning outcomes** On successful completion of the module, students: ▪ possess knowledge of basic ethical concepts as they apply to business. ▪ are aware of the expectations and perceptions from a company's business community and social environment. ▪ have knowledge of modern leadership and decision-making styles and their state-of-the-art application. ▪ have insights into intercultural management theory. ▪ are able to analyze intercultural business situations. ▪ are able to make prudent business decisions in the face of uncertainty that consider ethical social, regulatory and legal requirements. ▪ are able to assess the advantages of the adoption of social responsibility to identify appropriate decision corridors. ▪ lead decision-making processes and are able to deal with conflicts. ▪ present convincingly in intercultural contexts. ▪ reflect and compare different points of view in groups and organizations. ▪ work constructively and cooperate in a group. ▪ present their positions, discuss them critically and defend them. ▪ convince others and justify their own decisions in a team when needed. ▪ learn from experience regarding negotiation situations and thus to think and act critically. ▪ help to shape their social environment.

4	**Teaching and learning methods** ▪ Lectures ▪ Discussions ▪ Group work ▪ Case studies ▪ Exercises
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: none
6	**Combinations with other study areas** Applicability within the study course: The module imparts interdisciplinary skills, that will be applied repeatedly in the course of studies, e.g. within case studies, group discussions or other tasks that demand intercultural competences, communication skills as well as a well-developed sense for ethically relevant issues. Applicability for other study courses: M.Sc. International Management, M.Sc. International Logistics & Supply Chain Management, M.Sc. Real Estate Management, M.A. Digital Marketing, M.Sc. Psychology & Management, M.A. Entrepreneurship, M.Sc. Business Intelligence & Data Science, M.A. Strategic Marketing Management, M.Sc. Finance und MBA General Management.
7	**Type and duration of exam** Paper presentation
8	**Weight of the mark in the final grade** 5.56%
9	**Special** Showing and discussion of video clips
10	**Literature** **Corporate Governance & Business Ethics** <u>Compulsory reading:</u> Crane, A.; Matten, D,: Glozer , S. Spence, L. (2019): Business Ethics. Managing Corporate Citizenship and sustainability in the Age of Globalization, 5 th ed. Oxford: Oxford University <u>Supplementary literature:</u> Bleisch , B.; Huppenbauer , M., Baumberger , C. (2021): Ethische Entscheidungsfindung . Ein Handbuch für die Praxis, 3. vollst . Überarb Und actual. Aufl Nomos: Baden Baden

CFA (2019): Ethics in practice. Ethics in Investment Management Casebook, 2 nd ed. https://www.cfainstitute.org/ org/--/media/documents/ethics in practice/ethics in practice casebook 2nd edition web.pdf

CFA Institute (2022): Code of Ethics and Standards of Professional Conduct, https://www.cfainstitute.org/en/ethics standards/ethics/code of ethics standards of conduct guidance

Europäische Kommission, Generaldirektion Justiz und Verbraucher (2020): Study on directors' duties and sustainable corporate governance : final report, Publications Office, 2020, https://data.europa.eu/doi/10.2838/472901

Fabisch , N. (2018): Compliance und Corporate Social Responsibility. In: Behringer, S . Hrsg .): Compliance kompakt . Best Practice im Compliance Management, 4. neu bearbeitete Aufl ., Berlin: Erich Schmidt Verlag, S. 341 361.

Fischer, K. (2017): Corporate Sustainability Governance. Nachhaltigkeitsbezogene Steuerung von Unternehmen in einer globalisierten Welt. Wiesbaden: Springer Gabler

Hilb, M. (2016): Integrierte Corporate Governance. Ein neues Konzept zur wirksamen Führung und Aufsicht von Unternehmen

Kirwan , C,: McBride, H.; O'Riordan , C. (2018): Cases in Corporate Governance and Business Ethics, Institute of Chartered Accountants in Ireland

Mallin , C., A. (2019): Corporate Governance , 6 th ed. Oxford: Oxford University.

OECD (2021) 2021): OECD Corporate Governance Factbook 2021, www.oecd.org/corporate/corporate governance factbook.htm

Negotiation, Communication & Executive Presentations

Compulsory reading:

Lewicki, R. J./Saunders, D. M./Barry, B. (2014): Negotiation. 7th ed., New York: McGraw-Hill.

Supplementary literature:

Cialdini, R. B. (2007): Influence – The Psychology of Persuasion. New York: Collins.

Fisher, R./Ury, W. (2012): Getting to Yes. Negotiating an Agreement without Giving In. 3rd ed., London: Random House.

Luecke, R. (2005): Negotiation. Your Mentor and Guide to Doing Business Effectively. 7th ed., Boston: Harvard Business School Press.

Lax, D. A./Sebenius, J. K. (2011): The Manager as Negotiator – Bargaining for Cooperation Competitive Gain. Reprint, New York: Free Press.

Cross Cultural Leadership

Compulsory reading:

Barmeyer, C./Franklin, P. (2016). Intercultural Management: A Case-Based Approach to Achieving Complementarity and Synergy. New York: Palgrave Mcmillan.

	Supplementary literature: Carté, P./Fox, C. (2008): Bridging the Culture Gap. A Practical Guide to International Business Communication. 2nd ed., London: Kogan Page. Jacob, N. (2003): Intercultural Management. London: Kogan Page. Schein, E. H. (2010): Organizational culture and leadership. 4th ed., San Francisco: Jossey-Bass. Trompenaars, F./Woolliams, P. (2003): Business Across Cultures. Chichester: Capstone.

Relationship Marketing

Module code RM	**Semester** 2	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German/ English English Trail: English	**Intake** Summer semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Services Marketing & Service Quality	18	42	60	2
	Internal Marketing & Behavioural Branding	18	42	60	2
	Customer Relationship Marketing	18	42	60	2

2 **Content**

The relationship management's broad spectrum, including both internal and external reference groups of a company, will be taught. Concepts, models and approaches for internal employee and external customer orientation will be presented. Connections between internal communication, marketing and knowledge processes and the external marketing success will be explained. Both service and CRM strategies and instruments to bind customers will be of great importance.

Services Marketing & Service Quality

The lecture **Services Marketing & Service Quality** deals in detail with dimensions, determinants, strategies and instruments of service marketing. The central issue is the specificity of the marketing of services to positively influence customer satisfaction. In addition, the planning and control of a comprehensive quality management system are discussed with regard to the management of service quality.

Internal Marketing & Behavioural Branding

The lecture **Internal Marketing & Behavioral Branding** includes organizing and structuralizing market and customer-oriented knowledge management and innovation culture. The focus lies on building up brand knowledge, strengthening brand focused commitments and handling management and staff as well as the organization, internal connection and control of Behavioral Branding. Another important aspect is the attraction and selection of potential Brand Ambassadors by designing and measuring Employer Branding.

Customer Relationship Marketing

The lecture **Customer Relationship Marketing** deepens the strategic goals of CRM as well as their operationalization and action generation in the areas of customer orientation, customer satisfaction management, customer loyalty, customer evaluation and customer recovery. In addition, the lecture is dedicated to the practical structure and successful implementation of an appropriate success control of CRM measures such as customer satisfaction measurement and complaint management.

3	**Learning outcomes / Competencies** The module conveys a relationship perspective into marketing. The three lectures of this module serve to teach broad knowledge regarding marketing in both the external, customer-oriented and the internal, employee-oriented levels. Additionally, to that, organizations in the product and service sector will be of great importance. **Professional Skills** Students understand marketing as an integral relationship organization. They learn scientific theories and models and also know qualitative and quantitative methods for the analysis and the consistent market-oriented design of customer and employee relationships in companies. The students understand customer satisfaction as a multilateral management task, they can identify relevant service processes on all levels (inside-out and outside-in) and assess customer and employee related challenges. They can also assess and establish strategies and techniques to mobilize and to commit both the employees and the customers to a company. The students can also achieve adequate decisions based on critical evaluations in order to loyalize customers and employees sustainably. The students develop special skills to solve problems especially by using the practical and methodical reception of the TQM and the CRM approach. **Personal Competence** Students achieve an expansion in their personal, social and methodological competences by varying between different learn and work settings. These will support their abilities to independently conceptualize, plan, carry out and organize strategic and instrumental marketing activities. Their independence and competence to learn is developed especially through systematically studying the module contents by carrying out case studies individually or in small groups. At the same time, the students' ability to communicate and reflect will be improved while additionally expanding their team and leading competences: The students can individually organize and practice the acquired knowledge, discuss options for solutions and reflect on them and also systematically integrate complex strategy, planning and coordination processes.
4	**Teaching and learning methods** 30 % Lecture 20 % Free classroom discussions 20 % Work in small groups 20 % Case studies 10 % Research- and analysis tasks
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: basic knowledge of the different kinds and applications of the tools of brand management and integrated communication (first semester)
6	**Applicability for this and other programs of study** Applicability of content in this program of study: semester abroad, master's thesis as well as market research project, which takes place in the same semester

	Applicability in other study courses: none
7	**Type and duration of exam** Paper presentation
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** Guest lecturers of prominent standing in relevant field are possible in any lecture.
10	**Literatur** **Services Marketing & Service Quality** <u>Compulsory reading:</u> Grönroos, C. (2015): ***Service management and marketing: managing the service profit logic***. Wiley. Hoffman, K. D.; Bateson, J. E. G. (2023): ***Services marketing: concepts, strategies, & cases***. Cengage Learning. <u>Supplementary literature:</u> Beckwith, H. (2012): ***Selling the invisible: a field guide to modern marketing***. New York [u.a.]: Grand Central Publ. Bruhn, M.(2016): Qualitätsmanagement für Dienstleistungen. Handbuch für ein erfolgreiches Qualitätsmanagement. Grundlagen – Konzepte – Methoden: Springer Gabler. Meffert, H.; Bruhn, M.; Hadwich, K. (2016): ***Dienstleistungsmarketing: Grundlagen - Konzepte - Methoden***. 8., vollst. überarb. und erw. Aufl., Wiesbaden: Springer Gabler. Wirtz, J.; Lovelock, C. H. (2016): ***Services marketing: people, technology, strategy***. 8th ed., New Jersey [u.a.]: World Scientific. Wirtz, J.; Chew, P.; Lovelock, C. H. (2016): ***Essentials of services marketing***. 3rd ed., Harlow: Pearson. Zeithaml, V. A.; Bitner, M. J.; Gremler, D. D (2017): ***Services marketing: integrating customer focus across the firm***. 7th ed., New York: McGraw-Hill. **Internal Marketing & Behavioural Branding** <u>Compulsory reading:</u> Ahmed, P.; Rafiq, M. (2011***): Internal marketing: tools and concepts for customer-focused management***. Routledge. Brown, D.M. (2022): ***Internal Marketing: Theories, Perspectives, and Stakeholders.*** Routledge.

Supplementary literature:

Bruhn, M. [Hrsg.] (2012): ***Internes Marketing: Integration der Kunden- und Mitarbeiterorientierung; Grundlagen - Implementierung - Praxisbeispiele***. 2., überarb. und erw. Aufl., Wiesbaden: Gabler.

Gillis, T. L. [Ed.] (2011***): The IABC handbook of organizational communication: a guide to internal communication, public relations, marketing, and leadership***. 2nd ed., San Francisco, Calif.: Jossey-Bass.

Hartline, M. D. [Ed.] (2004): ***Internal relationship management: linking human resources to marketing performance.*** Binghamton, NY: Best Business Books.

Murphy, N. (2010***): Internal marketing: an exploration into the affects of internal branding on employee commitment to the charity brand***. Saarbrücken: Lambert Academic Publishing.

Schick, S. (2014): ***Interne Unternehmenskommunikation: Strategien entwickeln, Strukturen schaffen, Prozesse steuern***. 5., aktual. Aufl., Stuttgart: Schäffer-Poeschel.

Schmidt, H. J. [Hrsg.] (2007): ***Internal Branding: wie Sie Ihre Mitarbeiter zu Markenbotschaftern machen.*** Wiesbaden: Gabler

Tomczak, T. [Hrsg.] (2012): ***Behavioral Branding: wie Mitarbeiterverhalten die Marke stärkt***. 3., aktual. Aufl., Wiesbaden: Gabler.

Customer Relationship Marketing

Compulsory reading:

Prior, D.D.; Buttle, F. (2024): ***Customer relationship management: concepts and technologies***. Routledge.

Supplementary literature:

Bruhn, M. (2017): Relationship Marketing: das Management von Kundenbeziehungen. 5., überarb. Aufl., München: Vahlen.

Goodman, J. A. (2014): ***Customer experience 3.0: high-profit strategies in the age of techno service***. New York, NY [u.a.]: AMACOM.

Kumar, V.; Reinartz, W. (2018): Customer Relationship Management: Concept, Strategy, and Tools. Springer

Linoff, G. S.; Berry, M. J. A. (2011): ***Data mining techniques: for marketing, sales, and customer relationship management***. 3rd ed., Indianapolis, Ind.: Wiley.

Pufahl, M.; Ehrensperger, L.; Stehling, P. (2010): ***Oracle CRM - Best Practices: wie Sie CRM nutzen, um Kunden zu gewinnen, zu binden und Beziehungen auszubauen***; mit 21 Tabellen. Wiesbaden: Vieweg + Teubner.

Digital Marketing

Module code DM	**Semester** 2	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German English Trail: English	**Intake** Summer semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Online Marketing, Online Advertising & Social Media	18	42	60	2
	E-Marketing & E-Commerce	18	42	60	2
	Mobile Marketing	18	42	60	2

2 **Content**

With regard to content, students learn how companies have the ability to successfully organize their product and service design, communication and distribution using digital media. It generates the methodological and technological basic understanding of mobile, online and e-marketing. In addition to the specific analysis of markets, customers and consumption in the sector of digital media, strategies and tools for successful addressing of target groups especially in the context of social media are presented - from classic banner advertising by search engines and e-mail marketing to viral and affiliate marketing. The design of marketing strategies for marketing of digital content (games, songs, videos), information (news, alerts, product information) and transactions (couponing, shopping, video streaming, payments) is presented as well as the know-how about the customer-orientated development, planning and control of digital distribution solutions. In addition, the module discusses the integration of mobile and online campaigns in the marketing and communications mix and the legal challenges and limitations of electronic communication technologies are clarified.

Online Marketing, Online Advertising & Social Media

The course **Online Marketing, Online Advertising & Social Media** refers to the definition and classification of Online Marketing, Social Media and Online Advertising to concepts such as outbound marketing, search engine marketing, affiliate marketing, content marketing and inbound marketing (12 x 90 minutes). It covers concepts and types of websites as basic tools of online marketing and presents methods of web analytics and social media monitoring and treats target and advantage orientated references of online activities. In addition to the implementation of successful online strategies and features of the management of online projects, models of business development in the online marketing and methods for monitoring success will be discussed.

E-Marketing & E-Commerce

The course **E-Marketing & E-Commerce** deals with the principles and types of successful business models in the e-marketing and e-commerce (12 x 90 minutes). The analysis, development,

	planning and strategic implementation of e-business solutions (for example in-game advertising) and instruments to control the business value chain are priorities of the course. **Mobile Marketing** The course **Mobile Marketing** deepens theories and facts about mobile Marketing. Concepts and tools of mobile marketing in terms of SMS and MMS via in-store marketing to mobile multichannel marketing are discussed. A special focus constitutes the analysis, strategy and implementation of mobile marketing campaigns (mobile user experience, ideation, design) as well as their project management and the possibility of integration of mobile marketing campaigns in the field of online marketing, direct marketing and e-CRM.
3	**Learning outcomes / Competencies** The 3 events of the module serve the acquisition of broad and profound knowledge in online marketing, e-marketing and mobile marketing. **Professional expertise** Students are familiar with theories, rules and principles in the field of digital marketing. They acquire comprehensive knowledge of planning, implementation, management and control of communication and sales-oriented marketing activities in the digital media. Students learn to use and evaluate strategies and models for the realization of successful mobile and online campaigns. They are able to analyze and strategically develop e-commerce solutions for the efficient value of companies in the online environment. They are able to integrate mobile and online activities into the overall marketing mix as well as their modulation and evaluation. **Personal competence** The students attain an extension of their personal, social and methodological competences by different learning and work settings to support independent development, planning, implementation and organization of the acquired theoretical and methodological knowledge in a team and management context. In particular, by systematically practicing the content of the module based on role-playing games, lectures, case studies in individual and small group formats, students are able to develop their independence and learning skills as well as improve their teamwork and leadership skills in a group context: students can practice the acquired knowledge individually, discuss and reflect possible solutions, and learn to develop comprehensive communication campaigns and commercial models in the field of mobile and online marketing based on goal-oriented complex strategy-, planning- and coordination processes..
4	**Teaching and learning methods** 30 % lecture 10 % free class dicussion 20 % small group work 20 % case studies 20 % research and analysis tasks
5	**Prerequisites for participation** Formal requirements: none

	Recommended prior knowledge: basic knowledge of characteristics and areas of application of digital marketing tools, which have been covered in the modules “Classic Communications” and “Strategic Marketing” due to the permeative character of digitization
6	**Applicability for this and other programs of study** Applicability of content in this program of study: the knowledge from this module can also be applied in all other modules from the second semester as well as the semester abroad and the thesis Applicability in other study courses: M.Sc. International Management
7	**Type and duration of exam** Term Paper ("Case Study", 7.000 words)
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** Guest lectures and excursions are possible.
10	**Literatur** **Online Marketing, Online Advertising & Social Media** Compulsory reading: Gashi, L. (2024): ***SEO & Online Marketing Business.*** BoD. Opresnik, M.O.; Kotler, P.; Hollensen, S. (2024): ***Social Media Marketing: A Practitioner Approach: The ultimate strategy guide for social media success to grow your business.*** Opresnik Management Guides. Scott, D.M. (2024): ***The New Rules of Marketing and PR:*** *How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. Wiley. Supplementary literature: Holiday, R. (2014): ***Growth Hacker Marketing:*** *A Primer on the Future of PR, Marketing, and Advertising.* Portfolio. Kawasaki, G. (2014): ***The Art of Social Media:*** *Power Tips for Power Users*. Portfolio. Lammenett, E. (2017): ***Praxiswissen Online-Marketing.*** Springer Verlag. Vaynerchuk, G. (2013): ***Jab, Jab, Jab, Right Hook:*** *How to Tell Your Story in a Noisy Social World*. Harper Business. Weinberg, G.; Mares, J. (2015): ***Traction: How Any Startup Can Achieve Explosive Customer Growth.*** Portfolio.

Weinberg, T.; Lange, C.; Heymann-Reder, D. (2012***): Social Media Marketing: Strategien für Twitter, Facebook & Co***. Verlag O'Reilly.

E-Marketing & E-Commerce

Compulsory reading:

Laudon, C.L.; Traver, C.G. (2024): ***E-Commerce 2023: Business, Technology, Society.*** Pearson.

Supplementary literature:

Albee, A. (2010): ***E-marketing strategies for the complex sale***. New York [u.a.]: McGraw-Hill.

Chaffey, D.; Smith, P. R. (2017): ***E-marketing excellence:*** planning and optimizing your digital

Chapman, N.; Chapman, J. (2009): ***Digital multimedia***. 3rd ed., Chichester: Wiley.

Fritz, W.; Kempe, M. (2017): ***Internet-Marketing und Electronic Commerce:*** Grundlagen - Rahmenbedingungen - Instrumente; mit Praxisbeispielen. 4., überarb. und erw. Aufl., Wiesbaden: Springer Gabler.

Harris, L.; Dennis, C. (2008): ***Marketing the e-business.*** 2nd ed., London [u.a.]: Routledge.

Meffert, H.; Müller-Hagedorn, L. [Hrsg.] (2002): Spezialausgabe "***E-Marketing".*** Marketing : Zeitschrift für Forschung und Praxis, 24 (2002). München: Beck.

Richardson, J. P. (2016): ***Seo 2016***: search engine optimization, internet marketing strategies & content marketing. [s. l.]: CreateSpace.

Strauss, J.; Raymond, F. (2014): ***E-marketing***. 7th ed., internat. ed., Boston [u.a.]: Pearson.

Thomas, W.; Stammermann, L. (2007): ***In-Game Advertising - Werbung in Computerspielen***: Strategien und Konzepte. Wiesbaden: Gabler [u.a.].

Turban, E.; Volonino, L.; Wood, G. R. (2017): ***Information technology for management:*** advancing sustainable, profitable business growth. 11th ed., Hoboken, NJ: Wiley.

Warschburger, V.; Jost, C. (2012): ***Nachhaltig erfolgreiches E-Marketing:*** Online-Marketing als Managementaufgabe: Grundlagen und Realisierung. Wiesbaden: Vieweg & Teubner.

Mobile Marketing

Compulsory reading:

Cybellum (ed.) (2025): ***Introduction to Mobile Marketing: A Comprehensive Guide to Learn Mobile Marketing. Cybellum.*** Cybellum.

Opresnik, M.O.; Kotler, P.; Hollensen, S. (2024): ***Social Media Marketing: A Practitioner Approach: The ultimate strategy guide for social media success to grow your business.*** Opresnik Management Guides.

Supplementary literature:

Bauer, H.; Dirks, T.; Bryant, M. (2008): ***Erfolgsfaktoren des Mobile Marketing***. Springer Verlag.

Holland, H.; Bammel, K. (2006): ***Mobile Marketing.*** Vahlen Verlag.

	Rieber, D. (2017): ***Mobile Marketing***. Springer Verlag. Silberer, G. (2002): ***Mobile Commerce:*** Grundlagen, Geschäftsmodelle, Erfolgsfaktoren. Gabler Verlag. Steimel, B.; Paulke, S.; Klemann, J. (2008): ***Praxisleitfaden Mobile Marketing:*** Status Quo, Erfolgsfaktoren, Strategien & Trends. Strateco Verlag. Turowski, K.; Pousttchi, K. (2013): ***Mobile Commerce***: Grundlagen und Techniken. Springer Verlag.

Sales Marketing & Communications

Module code SMC	**Semester** 2	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German/ English English Trail: English	**Intake** Summer semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Price Management	18	42	60	2
	Direct Marketing	18	42	60	2
	Sales Promotion	18	42	60	2

2 Content

With regard to content, tasks, models and tools to pricing and sales-related communication policy are approached. The course discusses methods for optimal pricing and provides the know-how to manage pricing decision, strategy development, implementation and monitoring in trade as end customers. Concepts, tools and techniques for sales promotion and direct marketing are presented and the planning, implementation and monitoring of sales promotion and direct response campaigns are discussed. The relationship between price management, Sales Promotion and Direct Marketing and its integration into the overall marketing concepts and marketing mix are discussed in detail.

Price Management

The course **Price Management** refers to the foundations and determinants of price determination in different market forms. The analysis of key success factors (price-volume capabilities, price elasticity, etc.) and the strategic process of price determination are the focus of the course. Newer concepts such as value-based pricing are treated as tactics in strategic price management of implementation, management and control of pricing strategies.

Direct Marketing

The course **Direct Marketing** deals with the theoretical principles, tools and application areas of direct marketing (12 x 90 minutes). The focus is on the analysis (including database marketing, foreign address sourcing), Strategy and exploitation (including lead management, mailings and telemarketing) as well as evaluation tools (including look-course analysis, scoring method and construction of test scenarios). Use and evaluation of KPIs to measure success and the integration of direct marketing activities in the online marketing and the overall mix round off the course.

Sales Promotion

The course **Sales Promotion** deepens theoretical insights and approaches of different instruments such as in the consumer-oriented as well as in the range of trade sales promotio. Types, characteristics, objectives and profitability of different forms of promotion (such as consumer

	promotions, trade promotions, temporary price reductions, multi-item promotions, coupons and extra promotions) form the focus of the course. Practical tools for planning, operationalization, performance measurement and modeling (e.g. pro model and logit model for brand choice) are also discussed as critical factors between manufacturers, retailers and consumers in the course of a successful implementation of sales promotion measures.
3	**Learning outcomes / Competencies** This optional module focuses on the price- and sales-related aspect in marketing. The 3 courses of the module serve to the acquisition of broad and deep knowledge of the price management, direct marketing and sales marketing. **Professional expertise** Students are familiar with theories, rules and principles in the range of strategic pricing and the operational-instrumental price realization. They acquire comprehensive knowledge of planning, implementation, management and controlling in the context of the strategic price management, on which the instruments of price and sales-oriented communication align efficiently. They are able to apply strategically, measure and evaluate methods and application possibilities of sales promotion, direct response campaigns and direct sales. They are able to control the integration and modulation of these sales-orientated measures in the overall marketing mix. **Personal competence** The students attain an extension of their personal, social and methodological competences by different learning and work settings to support independent development, planning, implementation and organization of the acquired theoretical and methodological knowledge in a team and management context. In particular, by systematically practicing the content of the module based on role-playing games, lectures, case studies in individual and small group formats, students are able to develop their independence and learning skills as well as improve their teamwork and leadership skills in a group context: Students can practice the acquired knowledge individually, discuss and reflect possible solutions, and learn to result complex strategy-, planning- and coordination processes goal oriented in sales-orientated marketing campaigns.
4	**Teaching and learning methods** 35 % lecture 15 % free class dicussion 10 % small group work 20 % case studies 15 % research and analysis tasks 5 % specials (for example, guest speakers, field visits)
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: basic knowledge of the different kinds and applications of the tools of brand management and integrated communication (first semester)

6	**Applicability for this and other programs of study** Applicability of content in this program of study: semester abroad, master's thesis as well as market research project, which takes place in the same semester Applicability in other study courses: none
7	**Type and duration of exam** Written exam (120 min.)
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** Guest lectures and site visits are possible.
10	**Literatur** **Price Management** Compulsory reading: Bouter, E.-J. (2013): ***Pricing***: The Third Business Skill: Principles of Price Management, First Price BV. Müller, G.; Nagle, T.T; Gruyaert, E. (2024): ***The Strategy and Tactics of Pricing***. Routledge. Supplementary literature: Nagle, T.; Holden, R.; Larsen, G.: ***Pricing***: Praxis der optimalen Preisfindung. Springer Verlag. Rathnow, P. (2014): ***Internationales Management: Praxiserprobte Instrumente für den General Manager***, 2. Aufl., De Gruyter Oldenbourg Simon, H.: ***Preismanagement: Strategie, Analyse, Entscheidung, Umsetzung***. Gabler Verlag. **Direct Marketing** Compulsory reading: Spiller, L (2020): ***Direct, Digital & Data-Driven Marketing,*** Sage Publications. Supplementary literature: Thomas, B.; Housden, M. (2011): ***Direct and Digital Marketing in Practice***. 2nd Edition A & C Black Publishers. Havens. J., (2016): ***How to Attract, Retain, and Interact with High-Quality Customers,*** Jeff Havens – Pearson Ed, 1st Ed. Thomson, H. (2015) ***Who Stole My Customer? Winning Strategies for Creating and Sustaining Customer Loyalty***, 2nd Edition Pearson Education.

	Kennedy, D.S. (2011): ***The Ultimate Sales Letter***: ***Attract New Customers***. Boost Your Sales. 4th ed., Adams Media. Thomas, B.; Housden, M. (2011): ***Direct and Digital Marketing in Practice***. 2nd ed., A & C Black Publishers. **Sales Promotion** Compulsory reading: Mullin, R. (2018): ***Promotional Marketing***, Routledge. Shimp, T., (2013) ***Integrated Marketing Communications in Advertising and Promotion***, Cengage Supplementary literature: Ailawadi, K. L./Gedenk, K./Langer, T./Neslin, S. A. (2014): ***Consumer Response to Uncertain Promotions: An Empirical Analysis of Conditional Promotions,*** **International Journal of Research in Marketing**, Vol. 31, Iss. 1, pp. 94 – 106. Fill, C. (2010), ***Marketing Communications,*** 5th Edition, Pearson Ed. Harper, C. (2014): ***Beyond Shopper Marketing - Storecheck Marketing***, Farnham Common. Sorger, S. (2012) ***Marketing Planning***, Prentice Hall. Stahlberg, M.; Maila, V. (2012): ***Shopper Marketing***, Kogan Page. Williams, C.; Mullin, R. (2009): ***The Handbook of Field Marketing: A Complete Guide to Understanding and Outsourcing Face-To-Face Direct Marketing***, Kogan Page.

Public & Publicity Communications

Module code PP	**Semester** 2	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German English Trail: English	**Intake** Summer semester	**Hours per week (SWS)** 6

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Event Marketing & Sponsoring	18	42	60	2
	Product Placement & Branded Entertainment	18	42	60	2
	Public Relations	18	42	60	2

2 Content

With regard to content, the theoretical foundations of below-the-line communications and empirical findings on success factors and framework for the conceptualization and strategic direction of event, PR and branded entertainment campaigns for the successful achievement of the set communication objectives are mediated. The variety of communication activities is presented and their characteristics in the planning, design and implementation are explained. The opportunities and limitations of these below-the-line tools for staging of companies and brands in the pan-social and target-group-related opinion are shown, legal conditions on the content and placement in media formats are reflected and communicative integration into the overall-orchestration of the product, brand and corporate communications are treated.

Event Marketing & Sponsoring

The course **Event Marketing & Sponsorship** refers to fundamentals, types and instruments of event marketing. Besides of defining the event marketing objectives, analysis and determination of relevant target groups and the development of event marketing strategy the course deals with the planning process in event management to design and multi-sensual staging of the conception of events as well as event law and methods of Event Controlling. Another focus is on kinds of sponsorship and strategic sponsorship planning as part of the event marketing. The planning and integration of event communication in the overall communications mix is presented.

Product Placement & Branded Entertainment

The **course Product Placement & Branded Entertainment** deals with the principles and components of product placement concepts in detail, as well as the legal aspects and special challenges of product placement in Germany. It discusses significant product placement forms in cinema, television and PC and online games. The product placement planning process from the perspective of advertisers, agencies and TV channels as well as TV marketers is presented and quality criteria for the integration of product placement in the perspective of viewers, media companies and advertisers are discussed. Another focus is on knowledge of the entertainment research for the successful development of branded entertainment. Scenario analysis, player

	models and dramaturgy filmic narratives are presented as components of a branded entertainment concept and complemented by indicators for monitoring the success of branded entertainment offerings such as web series in the context of transmedia offers or alternate reality games. The integration of product placement and branded entertainment within the communications mix is appreciated. **Public Relations** The course Public Relations deepened the principles and forms of PR and generates a classification of PR in the field of marketing, advertising, corporate identity, journalism and public relations (12 x 90 minutes). The central PR disciplines are treated as product PR, brand PR, corporate PR and networking of traditional PR with social media, viral marketing and guerrilla PR up to public affairs, reputation management and crisis PR. Another focus is on the planning, strategy, design, implementation and monitoring of PR campaigns and their integration into the overall communication performance of companies.
3	**Learning outcomes / Competencies** This module offers a specialization in the field of high-profile below-the-line communication. The 3 events of the module cover the acquisition of broad and deep knowledge in event marketing and sponsorship, product placement and branded entertainment as well as public relations. **Professional expertise** Students are familiar with Rules and principles in the field of below-the-line communication. They acquire comprehensive knowledge of planning, design, implementation and monitoring of campaigns. They are able to use tools for budgeting and apply event-, placement-targeted and PR-related communication tools practically. Students learn to explore communication strategic issues to evaluate and asses on a company and market-related perspective in order to attain an integrated coordination and modulation of the below-the-line instruments in the overall communications mix on the basis of the findings. Students develop specific problem solving skills for the analysis and evaluation of possible solutions for the design and orientation of below-the-line communication. **Personal competence** The students attain an extension of their personal, social and methodological competences by different learning and work settings to support independent development, planning, implementation and organization of the acquired theoretical and methodological knowledge in the context of below-the-line communication. In particular, by systematically practicing the content of the module based on case studies in individual and small group formats, students are able to develop their communication and reflection skills as well as team and leadership skills in a group context: Students can practice the acquired knowledge individually, discuss and reflect possible solutions, and learn to result complex strategy-, planning- and coordination processes goal oriented in comprehensive communication campaigns.
4	**Teaching and learning methods** 30 % lecture 20 % free class dicussion 20 % small group work 15 % case studies

	10 % research and analysis tasks 5 % specials (guest speakers, field visits)
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: basic knowledge of the different kinds and applications of the tools of brand management and integrated communication (first semester)
6	**Applicability for this and other programs of study** Applicability of content in this program of study: semester abroad, master's thesis as well as market research project, which takes place in the same semester Applicability in other study courses: none
7	**Type and duration of exam** Term paper („Case Study", 7.000 words)
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)
9	**Special** Guest lectures and site visits are possible.
10	**Literatur** **Event Marketing & Sponsoring** <u>Compulsory reading:</u> Bowdin, G. A. J.; Allen, J. et al. (2023): ***Events management***. Routledge. Preston, C. A. (2015): ***Event marketing:*** how to successfully promote events, festivals, conventions, and expositions. Wiley. <u>Supplementary literature:</u> Bruhn, M. (2010): ***Sponsoring*** : systematische Planung und integrativer Einsatz. 5., vollst. überarb. und erw. Aufl., Wiesbaden: Gabler. Fleing, E. (2007): ***Live is life*** : fit fürs Live-Musik-Business, vom Newcomer zum Top-Act, das Music-Biz verstehen und nutzen, Vertragsmuster & Checklisten; [mit Tipps und O-Tönen von Die Happy, Donots, Fury in the Slaughterhouse, In Extremo, Udo Jürgens, Killerpilze, Timo Maas, Madsen, Peter Maffay, Pur, Revolverheld, Seeed, Subway to Sally, vielen erfahrenen Experten aus dem Business]. Bergisch Gladbach: Musikverl. Gerig. Goschmann, K. (2000): ***Medien am Point of Interest***: Arbeits-Lexikon; Messen, Ausstellungen, Events, Kongresse, Tagungen, Incentives, Sponsoring; Menschen, Märkte, Marketing. Mannheim: FairCon.

Heinze, T. (2009): ***Kultursponsoring, Museumsmarketing, Kulturtourismus***: ein Leitfaden für Kulturmanager. 4. Aufl., Wiesbaden: VS, Verl. für Sozialwiss.

Hermanns, A.; Marwitz, C. (2008): ***Sponsoring***: Grundlagen - Wirkungen - Management - Markenführung. 3., vollst. überarb. Aufl., München: Vahlen.

Holzbaur, U. D. (2010): ***Eventmanagement***: Veranstaltungen professionell zum Erfolg führen. 4., überarb. Aufl., Berlin [u.a.]: Springer.

Masterman, G.; Wood, E. (2006): ***Innovative marketing communications***: strategies for the events industry. Oxford [u.a.]: Elsevier Butterworth-Heinemann.

Rohrs, J. K. (2014): ***Audience***: marketing in the age of subscribers, fans and followers. Hoboken, NJ: Wiley.

Skinner, B. E.; Rukavina, V. (2003): ***Event sponsorship***. New York [u.a.]: Wiley.

Product Placement & Branded Entertainment

Compulsory reading:

Lehu, J.-M. (2007): ***Branded entertainment:*** product placement & brand strategy in the entertainment business. Kogan Page.

Rodríguez-Rabadán Benito, M. (2024): ***Branded Content and Entertainment in Advertising: A Theoretical and Empirical Study of Creative Advertising Practices.*** Routledge.

Supplementary literature:

Donaton, S. (2005): ***Madison & vine:*** why the entertainment and advertising industries must converge to survive. New York [u.a.]: McGraw-Hill.

Duttenhöfer, M. (2012): ***Branded Entertainment***: Grundlagen - Definition - Beispiele unter besonderer Berücksichtigung des Kurzfilms als Branded-Entertainment-Produkt. Neue Ausg., Saarbrücken: AV Akademikerverl.

Schmalz, J.-S. (2012): ***Werbung als Unterhaltung***: wie Branded Entertainment und Advertainment Werbung mit Unterhaltung verschmelzen. Saarbrücken: AV Akademikerverl.

Tsvetkova, K. (2013): ***Let Us Entertain You***: Branded Entertainment als neuer Hoffnungsträger der Werbebranche in der digitalen Zukunft. Saarbrücken: AV Akademikerverl.

Williams, K.; Petrosky, A.; Hernandez, E.; Page, R. Jr. (2011): ***Product placement effectiveness***: revisited and renewed. In: Journal of Marketing Management and Research. Vol. 7, pp. 1–24.

Public Relations

Compulsory reading:

Smith, R. (2014): ***Public relations:*** the basics. Routledge.

Wilcox, D. L.; Reber, B. H.; Cameron, G. T.; Shin, J.-H. (2022): ***Public Relations: Strategies and Tactics***. Pearson.

Supplementary literature:

Bernays, E. L. (2016): ***Public relations***. Norman: Univ. of Oklahoma Press.

	Guth, D. W.; Marsh, C. (2012): ***Public relations***: a values-driven approach. 5th ed., Bosten: Allyn & Bacon. Fröhlich, R. [Hrsg.] (2015): ***Handbuch der Public Relations:*** wissenschaftliche Grundlagen und berufliches Handeln; mit Lexikon. 3., überarb. und erw. Aufl., Wiesbaden: Springer VS. Mast, C. (2015): ***Unternehmenskommunikation***: ein Leitfaden. 6., überarb. und erw. Aufl., Konstanz [u.a.]: UVK Verl.-Ges. Röttger, U. [Hrsg.] (2009): ***Theorien der Public Relations***: Grundlagen und Perspektiven der PR-Forschung. 2., aktual. und erw. Aufl., Wiesbaden: VS, Verl. für Sozialwiss. Ruisinger, D. (2011): ***Online Relations***: Leitfaden für moderne PR im Netz; [mit Schwerpunkt Social Media - Strategien, Konzepte, Beispiele]. 2., überarb. und erw. Aufl., Stuttgart: Schäffer-Poeschel. Zerfaß, A. [Hrsg.] (2014): ***Handbuch Unternehmenskommunikation***: Strategie, Management, Wertschöpfung. 2., vollst. überarb. Aufl., Wiesbaden: Springer Gabler.

Market Research / Consulting Project

Module code MP	**Semester** 2	**Duration** 1 Semester	**ECTS-Credits** 6
Course type Mandatory	**Teaching language** German/English English Trail: English	**Intake** Summer semester	**SWS** 4

1	**Lectures of the Module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Market Research / Consulting Project	36	144	180	4

2 Content

In the module **Market Research / Consulting Project** students work on an business research question form the field of market research (in some cases in combination with a problem from the areas of brand or communications consulting). They act on their own authority in a team and within a limited timeframe. The question has to be methodically and theoretically sound and it has to be substantiated by empirical surveys. Consulting projects have to entail the development of a concept for the solution of the problem in addition to the empirical analysis. In these cases, the initial market research is not as extensive/complex as in a project that focus exclusively on market research.
The module is designed so that students apply previously gained and newly acquired subject-specific, methodical and empirical knowledge, develop scientifically sound solutions for problems in the area of marketing and also improve social competencies. Whenever possible, the module is conducted in cooperation with a business partner

Ideally the project covers the following aspects:

- For consulting projects: preparation and follow-up of a briefing;
- Introduction of and familiarization with the subject as well as development of a project schedule that includes mile stones;
- Development/Definition of a research issue or problem;
- Familiarization with the theoretical basics of the research issue;
- Development of a study design and selection of appropriate research methods;
- Data collection and data preparation;
- Data analysis and interpretation of results;
- Preparation of results;
- Presentation of results;
- For consulting projects: development of strategic and action-oriented recommendations, i.e. specific measures derived from the results of the analysis
- Final report.

Intermediate steps and results have to be presented to and discussed with the lecturer in status presentations that have to adhere to the usual formal requirements. The assessment of the project is based on the correct application of relevant research methods, the final presentation as well as the final report, the project and teamwork and the commitment of the individual team members. For consulting projects, the completeness and quality of the strategic elements (goals, target groups, strategic idea including messages and the derivation of coherent sets of

	measures) as well as the logical fit of the overall concept in the light of the briefing and/or the definition of the problem are also considered in the assessment. The project is the "practical counterpart" to the theory-oriented module "Market Research" in the first semester, as well as the module "Strategic Marketing" if the project entails consulting efforts. The project is supposed to relate to the research questions of the module "Market Research" and serve as a target-oriented application of quantitative and/or qualitative methods.
3	**Learning outcomes / Competencies** **Professional skills** Students are able to work on a practical business research question and apply the quantitative and qualitative methods of the first semester. They recognize the possibilities and limits of empirical research in practice. Students have in-depth knowledge of scientific work and they have acquired relevant skills to conduct empirical research. **Personal competence** Students will be better able and more willing to work with others in a goal-oriented fashion. Students will be better able and more willing to act independently and responsibly, and further develop their capacity for action.
4	**Teaching and learning methods** ▪ Free class discussion ▪ Small group work ▪ Research and analysis tasks ▪ Design tasks ▪ Other
5	**Prerequisites for participation** Formal requirements: none Recommended prior knowledge: contents of the modules "Market research" and the course "Strategic Marketing" of the first semester
6	**Applicability for this and other programs of study** Applicability of content in this program of study: The project can be seen as practice for the writing of a thesis. Applicability in other study courses: none
7	**Type and duration of exam** Presentation
8	**Weighting of the exam grade in the total grade** 5.56% with 4 semesters (120 ECTS-Credits) 7.14% with 3 semesters (90 ECTS-Credits)

9	**Special** The module is usually conducted in cooperation with a business partner (company, agency), which assumes the role of the customer.
10	**Literatur** <u>Compulsory reading:</u> Aaker, D.; Moorman, C. (2023): ***Strategic Market Management***. Wiley. Scipione, P.A. (2015): ***A Nation of Numbers***: The Development of Marketing Research in America. Quirk's Marketing Research Media. <u>Supplementary literature:</u> Backhaus, K.; Erichson, B.; Plinke, W.; Weiber, R. (2015): ***Multivariate Analysemethoden***. Springer Verlag. Berekoven, L. (2009): ***Marktforschung***: Methodische Grundlagen und praktische Anwendung. Gabler Verlag. Brace, I. (2018): ***Questionnaire Design***: How to Plan, Structure and Write Survey Material for Effective Market Research, 4rd ed., Kogan Page. Buber, R.; Holzmüller, H. (2009): ***Qualitative Marktforschung***: Konzepte - Methoden - Analysen. Gabler Verlag. Bühl, A. (2014): ***SPSS22 - Einführung in die moderne Datenanalyse***. Pearson Verlag. Esch, F.-R. (2017): ***Strategie und Technik der Markenführung***. Vahlen Verlag. Herrmann, A.; Homburg, C.; Klarmann, M. (2014): ***Handbuch Marktforschung***: Methoden - Anwendungen – Praxisbeispiele. Gabler Verlag. Homburg, C. (2016): ***Marketingmanagement*** - Strategie, Instrumente, Umsetzung, Unternehmensführung, Springer Gabler Verlag. Kuß, A.; Tomczak, T. (2014): ***Marketingplanung*** - Einführung in die marktorientierte Unternehmens- und Geschäftsfeldplanung, Springer Gabler Verlag Meffert, H.; Burmann, C. (2013): ***Markenmanagement***: Identitätsorientierte Markenführung und praktische Umsetzung, Springer Gabler Verlag. Peters/Dörfler (2015): ***Abschlussarbeiten*** - Schreiben und Gestalten. München: Pearson. Theobald, A. (2017): ***Mobile Research:*** Grundlagen und Zukunftsaussichten für die Mobile Marktforschung, Springer Gabler Verlag. Due to the topicality of the course, references to more specific literature and online sources can only be announced just before the start of the course.

Semester Abroad

Module code AU		**Semester** 3	**Duration** 1 Semester	**ECTS-Credits** 24
Course type Compulsory (only 120 ECTS program)		**Language** depending on the country	**Intake** winter semester	**Hour per week (SWS)** depending on the host university
1	**Lectures of the module**		**Hours of presence** / **Hours of self-study**	**Total workload (h)**
	Semester Abroad		depending on the host university	720

2 Content

The content of the study abroad phase will be coordinated and agreed upon between the partner university, the head of the degree program, the international office, and the student in an individual learning agreement.

The semester abroad will contribute significantly to students' personality development by allowing them to undergo an academic (subject-specific and cross-subject) and personal process of maturity.

At least 50 percent of the courses completed must be from their field of study, while a maximum of 50 percent of the courses can be freely chosen as part of the "General Studies with an emphasis on Business"" program. Business language modules can only be taken as additional electives.

The subject-specific content can come from all marketing-relevant areas, this includes not only the core marketing areas but also related specialist areas such as psychology (market psychology, consumer psychology, etc.) or communication science (communication processes, education of public opinion, etc.).

Students can obtain a current overview of the selectable degree-specific courses from the International Office's MOVEON database.

3 Learning outcomes / Competencies

Intercultural and social competency and an understanding of the major factors in this field are competitive factors that are crucial for success in the world of business. Thus, the semester abroad is a major prerequisite for a successful career as a marketing expert in international management.

Expertise (knowledge and skills)

Through their insight into marketing education in other European countries, the students have a broad and integrated knowledge in the field of marketing, including in-depth knowledge of the current professional discourse in the respective host country. Furthermore, they will be able to transfer the skills and abilities acquired in semesters 1-3 to an international application context (e.g. in fields such as brand management, marketing, or market research).
Students will be able to deal with complex relationships, to systematically assess them while also considering intercultural and transnational aspects, and to develop new solutions, which

	may be cross-national. They will be able to consolidate and integrate knowledge from various related fields. **General competencies (social competence and autonomy)** Upon successful completion of the module, students will be able to ▪ Collaborate in an international group in a goal-oriented and constructive manner, and in doing so help shape their social environment. They can reflect on varying standpoints while taking into account cultural differences in groups and organizations, compare them, and discuss them in a manner geared towards increasing understanding. Where necessary, students may take a leading role in a team, convince others of a particular approach, and present their assessment to others. ▪ Work independently: Students will possess well-developed self-organizational skills and confidence thanks to the independently organized study abroad phase or semester program at the partner university, which they have independently planned, in some cases entirely without help, and successfully completed.
4	**Teaching and learning methods** Depending on the teaching and learning methods of the host university.
5	**Prerequisites for participation** See examination regulations
6	**Applicability for this and other programs of study** Applicability of content in this course of study: None Applicability for other study courses: ▪ Subject-specific modules: not applicable for other courses of study ▪ "General Studies": numerous interfaces with other courses of study
7	**Type and duration of exam** According to the exam regulations of the respective partner university.
8	**Weight of the mark in the final grade** 22,22 % with 4 semesters (120 ECTS-Credits)
9	**Special** Group work with domestic and international students, guest lectures, approximation to new topics and educational approaches of the respective cultural circle, lectures in a foreign language, strengthening of negotiating confidence in a foreign language.
10	**Literature** According to the recommendations or stipulations by the partner universities. Supplementary recommendations – aligned to the respective study program of the attended partner university – from head of department and lecturers at ISM.

Internship

Module code PR	**Semester** flexible	**Duration** 12 weeks (120 ECTS program) or 6 weeks (90 ECTS program)	**ECTS-Credits** 12 (120 ECTS program) or 6 (90 ECTS program)
Course type Compulsory	**Language** Depending on the company	**Intake** Each semester, in the semester break	**Hours per weeek (SWS)** 0

1	**Lectures of the module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Practical experience phases (120 ECTS program)	0	360	360	0
	Practical experience phases (90 ECTS program)	0	180	180	0

2 Content

Domestic and overseas internships provide students with an initial insight into the requirements of the working world of business and confront them with socialization aspects, occupational problem areas, and various real-world work requirements. Furthermore, theoretical knowledge and experiences gained in the study program can also be applied in practice.

The practical phase should be related to partial aspects of the study program, and may take place in the following areas, for example:

- Work in the marketing departments of companies, e.g. in communication, product management, or market research
- Work at market research institutes (quantitative and qualitative market research).
- Work at advertising agencies (design of advertising materials, pitch preparation, etc.)
- Work at management consultancies with a focus on brand management
- Work at PR or online agencies (press relations, SEO/AEM, social media marketing, etc.)
- Work in the communication departments of governmental organizations (government agencies, etc.)
- Work with non-governmental organizations/non-profit organizations (e.g. in fundraising)

Other marketing-relevant practical experiences can also be used for study credit with prior permission from the head of the degree program.

3 Learning outcomes / Competencies

Expertise (knowledge and skills)

Upon successful completion of the module, students will be able to

- apply the theories and models learned to date to real world marketing practice, and verify their applicability.
- anticipate the effects of their own actions and the resulting consequences.
- reflect on the effects of their own actions and behavior and/or the effects of external conditions on the work process.

	General competencies (social competence and autonomy) Upon successful completion of the module, students will be able to ▪ Forge professional relationships with people from various backgrounds and hierarchical levels. ▪ Identify, reflect on, and represent their own role in the organizational structure. ▪ Critically reflect on ethical issues of their job in the company. ▪ Critically question their own communication, relationship, and self-management competencies. ▪ Solve practical problems with the aid of structured planning and work techniques. ▪ Deal with conflict and stress situations on the job.
4	**Teaching and learning methods** “Learning by doing" in an internship; possible individual guidance for optimizing job applications / job coaching / job search strategies.
5	**Prerequisites for participation** Formal requirements: None Recommended prior knowledge: In addition to intensive preparations by the student with an eye on the content and goals of an internship, the conditions in the internship company are also important for quality assurance; i.e. the intern is to formulate clear agreements on duties, goals, his/her workspace, and an internship adviser with the company in advance. These are also mandatory components of the final report. Furthermore, participation in corresponding courses at the Career Center is mandatory for students to build their own occupational biography profile.
6	**Applicability for this and other programs of study** Applicability of content in this program of study: In particular, the experiences in the practical module may provide stimulus for choosing the topic of the master thesis. Applicability for other programs of study: Mandatory module in the master's degree courses International Management, Psychology & Management, Luxury, Fashion & Sales Management, International Logistics & Supply Chain Management, and Finance. Amount of credit that can be awarded depends on the job scope in the internship.
7	**Type and duration of examination** Intership report
8	**Weight of the mark in the final grade** 0 %
9	**Special** The student’s sense of responsibility and initiative will be encouraged and challenged.
10	**Literature** Relevant literature (print and online media); comprehensive offerings on the ISM intranet section of the Career Center: including the ISM internship database, ISM job portal, notifications

	on events, alumni, etc., downloads (including information on applications worldwide), and links.

Master's Thesis

Modul code	**Semester** 4 (120 ECTS program), 3 (90 ECTS program)	**Duration** 1 Semester	**Intake** Each semester
Language: English	**Type and duration of exam:** Thesis and disputation ▪ Length of the thesis: 25,000-30,000 words ▪ The editing time: Master's Thesis = 18 weeks; ▪ Disputation: Presentation and scientific discussion	**Weight of the mark in the final grade** 27.78 % with 4 semesters (120 ECTS-Credits) 35.71% with 3 semesters (90 ECTS-Credits)	**ECTS credits** 30

1	**Lectures of the module**	**Hours of presence**	**Hours of self-study**	**Total work-load (h)**	**SWS**
	Master's Thesis	1	899	900	0

2 Content

The Master's thesis is a written final assignment addressing a complex issue within the respective field of study. It is intended to demonstrate that the candidate is capable of independently completing a practice-oriented task from their field within a specified period of time, applying both subject-specific knowledge and interdisciplinary connections using scientific and professional methods. In doing so, the subject-specific and methodological competencies acquired during the Master's program should be applied in a targeted manner.
The ideal procedure for the preparation of the Master's thesis is as follows:

- Identification and refinement of the topic
- Definition of the research question, title, (rough) structure, scheduling and research design
- Identification and analysis of relevant theoretical contexts and independent literature research on state of the art knowledge as well as related work
- Logical structuring of the thesis
- Methodological handling of the question (of quantitative and/or qualitative nature)
- Documentation of the study and its results according to the instructions (e.g. formal requirements of the ISM or DGPs or APA guidelines)
- Regular coordination with the first examiner
- Disputation (oral examination)

3 Learning outcomes

Upon successful completion of this module, students will be able to:

- demonstrate a broad, detailed, and critical understanding of the current state of research in the field relevant to the thesis topic, based on systematic literature review.
- develop and clearly structure complex research questions and translate them into an appropriate research design.

	▪ select and apply appropriate theories, concepts, and research methods to address the research question. ▪ collect, analyze, and interpret data in a systematic and methodologically sound manner. ▪ integrate findings into the existing body of research and, where appropriate, derive practical implications for business practice. ▪ structure and manage complex research and practice-oriented projects largely independently. ▪ develop well-founded and innovative solutions to business-related problems based on scientific approaches. ▪ communicate complex ideas and research results clearly, logically, and convincingly in written and oral form. ▪ present and defend research results in a disputation and engage in academic discussion with both specialists and non-specialists.
4	**Teaching and learning methods** Independently written paper. Disputation. ▪ Individual and regular advice provided by the first examiner.
5	**Prerequisites for participation** Formal requirements: see examination regulations