

MODULE DESCRIPTION	BWL Marketing	
Module code	07010004.EN/17	
School	School of Applied Psychology	
Degree course	Business Psychology	
Specialisation(s)	Marketing	
Level of course of study	Bachelor	
Level of study (see explanation at the end of this document)	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialised	
Module typus (see explanation at the end of this document)	<input checked="" type="checkbox"/> Core <input type="checkbox"/> Core elective <input type="checkbox"/> Optional	
ECTS-Credits	3	
Contact hours¹	2 hours per week	
Time investment (contact hours, guided and individual self-study)	Contact Hours	16 Hours
	Self-study	<u>44 Hours</u>
		60 Hours
Lecturer	Prof. Dr. Nikolina Fuduric	
E-Mail	nikolina.fuduric@fhnw.ch	
Learning outcome/skills	<p>This course is designed using the structure of "knowing, doing and being".</p> <p>The goals for "knowing" are to understand:</p> <ul style="list-style-type: none"> • What marketing is & what business processes it is linked with. • The hierarchies of the marketing process. • Frameworks and models that are used for analysis. • Current themes in marketing & organization management. <p>The goals for "doing" are:</p> <ul style="list-style-type: none"> • To solve marketing problems in the form of cases • Applying models/frameworks to marketing problems <p>The goals for "being" are:</p> <ul style="list-style-type: none"> • practicing engagement in the classroom • trying out different roles in groups • sharpening presentation skills 	
Learning Content	<ul style="list-style-type: none"> • The Marketing Roadmap • Analyzing the marketing environment • Company & competitor analysis • Customer segmentation & targeting • Value Propositions • Product topics • Promotion Topics 	

¹ Total of individual lessons

Teaching- and learning methods	<ul style="list-style-type: none"> • Frontal teaching • Active Dialogue • Presentations • Reflections
Language of instruction	English
Assessment	The Learning Reflection: 10% of grade Final Exam: 90% of grade
Grading scale	A scale of 1-6 with 6 being the best grade
Bibliography	Reference book (not mandatory) Kotler P, Keller K., Brady M, Goodman M, Hansen T (2012). Marketing Management. 2nd European Edition. Pearson Prentice Hall. A variety of up-to-date articles provided by the lecturer & to be read for class use.
Pre-requisite module(s)	BWL Grundlagen
Subsequent modules	None
Connection to other modules	BWL Grundlagen & Product Management
Remarks	

18.11.2020/NF