

<b>MODULE DESCRIPTION</b>	<b>BWL Marketing</b>	
<b>Module code</b>	07010004.EN/17	
<b>School</b>	School of Applied Psychology	
<b>Degree course</b>	Business Psychology	
<b>Specialisation(s)</b>	Marketing	
<b>Level of course of study</b>	<b>Bachelor</b>	
<b>Level of study</b> (see explanation at the end of this document)	<input checked="" type="checkbox"/> <b>Basic</b> <input type="checkbox"/> <b>Intermediate</b> <input type="checkbox"/> <b>Advanced</b> <input type="checkbox"/> <b>Specialised</b>	
<b>Module typus</b> (see explanation at the end of this document)	<input checked="" type="checkbox"/> <b>Core</b> <input type="checkbox"/> <b>Core elective</b> <input type="checkbox"/> <b>Optional</b>	
<b>ECTS-Credits</b>	3	
<b>Contact hours<sup>1</sup></b>	2 hours per week	
<b>Time investment</b> (contact hours, guided and individual self-study)	Contact Hours	16 Hours
	Self-study	<u>44 Hours</u>
		60 Hours
<b>Lecturer</b>	Prof. Dr. Nikolina Fuduric	
<b>E-Mail</b>	nikolina.fuduric@fhnw.ch	
<b>Learning outcome/skills</b>	<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"> <li>• What marketing is &amp; what business processes it is linked with.</li> <li>• The hierarchies of the marketing process.</li> <li>• Frameworks and models that are used for analysis.</li> <li>• Current themes in marketing &amp; organization management.</li> </ul> <p>The goals for "doing" are:</p> <ul style="list-style-type: none"> <li>• To solve marketing problems in the form of cases</li> <li>• Applying models/frameworks to marketing problems</li> </ul> <p>The goals for "being" are:</p> <ul style="list-style-type: none"> <li>• practicing engagement in the classroom</li> <li>• trying out different roles in groups</li> <li>• sharpening presentation skills</li> </ul>	
<b>Learning Content</b>	<ul style="list-style-type: none"> <li>• The Marketing Roadmap</li> <li>• Analyzing the marketing environment</li> <li>• Company &amp; competitor analysis</li> <li>• Customer segmentation &amp; targeting</li> <li>• Value Propositions</li> <li>• Product topics</li> <li>• Promotion Topics</li> </ul>	

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<sup>1</sup> Total of individual lessons

<b>Teaching- and learning methods</b>	<ul style="list-style-type: none"> <li>• Frontal teaching</li> <li>• Active Dialogue</li> <li>• Presentations</li> <li>• Reflections</li> </ul>
<b>Language of instruction</b>	English
<b>Assessment</b>	The Learning Reflection: 5 points Final Exam: 95 points
<b>Grading scale</b>	A scale of 1-6 with 6 being the best grade
<b>Bibliography</b>	<p>Reference book (not mandatory) Kotler P, Keller K., Brady M, Goodman M, Hansen T (2012). Marketing Management. 2nd European Edition. Pearson Prentice Hall.</p> <p>A variety of up-to-date articles provided by the lecturer &amp; to be read for class use.</p>
<b>Pre-requisite module(s)</b>	BWL Grundlagen
<b>Subsequent modules</b>	None
<b>Connection to other modules</b>	BWL Grundlagen & Product Management
<b>Remarks</b>	

04.08.2021/NF