

## Course Outline

Virtual Exchange Autumn Semester 2021\_22

### Marketing (Intensive Course)

Number of ECTS-Credits: 5

Format of the course: online

- synchronous online course (FIX timeslots)
- asynchronous online course (NO fix timeslots)
- mix of synchronous and asynchronous online course
- synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- mix of synchronous and asynchronous hybrid course
- other, namely:

Number of Students accepted

- Total number of students is limited to 36
- Total number of students is unlimited
- Total number of virtual exchange students is limited to
- Total number of virtual exchange students is unlimited

Responsible lecturers: Dr. Olga Samuel & Dr. Christine Jacob

Link to lecturers' profiles at FHNW:

<https://www.fhnw.ch/de/personen/olga-samuel>

<https://www.linkedin.com/in/christinejacob/>

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## 1. Course content

Managers must be able to engage in demanding discussions about market-oriented corporate and business strategies in their day-to-day work. The Marketing module provides students with a solid foundation and will cover traditional approaches to marketing such as strategic marketing, consumer behavior, segmentation, targeting and positioning as well as the marketing mix. At the same time the module will expose students to the issues arising within practice, which brings into question some of the fundamental principles of the subject. The module will also convey the importance of marketing and provide basic skills enabling students to analyze and consider marketing problems and opportunities and will develop an understanding of how digitization affects all areas of marketing.

## 2. Learning objectives

Students should have the following competencies after completing this course:

### Knowledge and understanding

- list and describe the relevant marketing analysis instruments (Obj. 1.1)
- explain specific marketing strategies, such as those of a market leader or niche providers, and those of marketing cooperation (Obj. 1.1)
- analyze the individual P's of the marketing mix and make recommendations (Obj. 2.1)
- explain the terms, such as consumer behavior, customer insights and customer needs (Obj. 1.1)
- describe and interpret the differentiation strategies (Obj. 1.1)
- list and explain the principles of marketing controlling and evaluation (Obj. 1.1)

### Application of Knowledge and Understanding

- apply the main marketing analysis (Obj. 1.1)
- define and explain specific market segments with different criteria in an international context (Obj. 1.1, 4.1)
- perform a target customer analysis along specific criteria (Obj. 2.1, 4.1)
- apply the concept of positioning (Obj. 1.1, 2.1)
- apply the individual marketing mix instruments and make recommendations (Obj. 2.1)
- develop a stand-alone practical marketing strategy and problem solving in a business case (Obj. 2.1)

### Ability to make judgements

- assess the environmental impact on a marketing strategy and on the marketing mix from different perspectives (Obj. 2.1, 4.1)
- assess marketing strategy and marketing mix fit (Obj. 2.1)
- analyze and evaluate marketing strategies in case studies (Obj. 2.1, 4.1)

### Communication

- use the marketing terminology in a precise, specific and qualified way when communicating (Obj. 3.1, Obj. 3.2)

### Self-Learning skills

- prepare independently for the lesson with the provided materials (Obj. 1.1)

### 3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- **There are no further formal entry requirements for this course.**

### 4. Course structure and dates

This course is an intensive online course, and consists of synchronous lectures, guided self-study, individual and group work and other ways of exchanging information via email and/or other communication media.

Online lectures will be held on Microsoft Teams, Google Meet or a similar platform. The course runs each day from 8.30am to 12pm CEST and from 1pm to 4.30 pm CEST ([calculate your local time](#)).

The course structure and format are as follows (minor adjustments exempt):

Date	Time	Topic	Lecturer	Platform
Preparation		Reading material on Moodle		Moodle
16 <sup>th</sup> August 21	8.30am-12pm CEST	Introduction Marketing (chap 1, 2)	OS	MS Teams
	1pm – 4.30pm CEST	Marketing Strategy (chap 3, 5)	OS	MS Teams
17 <sup>st</sup> August 21	8.30am-12pm CEST	Market Research & Analyzing Markets (chap 6, 7)	OS	MS Teams
	1pm – 4.30pm CEST	Analyzing Markets, Segmentation, Targeting, Positioning (STP) (chap 8, 9)	OS	MS Teams
18 <sup>th</sup> August 21	8.30am-12pm CEST	STP cont. (chap 9, 10), Q&A	OS	MS Teams
	1pm – 4.30pm CEST	- The Marketing Mix in a constantly evolving world (chap 4) - Product: Customer Value and Brand Management (chap 11,12)	CJ	GoogleMeet
19 <sup>th</sup> August 21	8.30am-12pm CEST	- Product: Digital and Global brand management (chap 13) - Price: Market offerings and pricing strategies /chap 14,16)	CJ	GoogleMeet
	1pm – 4.30pm CEST	- The Promotional Mix (chap 17,18) - How promotion is evolving in a Digital World	CJ	GoogleMeet
20 <sup>th</sup> August 21	8.30am-12pm CEST	- Place (chap 19,20) - How the concept of place is evolving in a Digital World	CJ	GoogleMeet
	1pm – 4.30pm CEST	- Marketing Metrics with focus on Digital (chap 22) - Exam preparation	CJ	GoogleMeet
Self-study		Sales		Moodle
11 <sup>th</sup> September 21	tba	Exam		Moodle Assessment

## 5. Assessment

- Assessment with (online)presentation, report, groupwork, test etc. during semester
- Final written test on campus can be replaced for remote students with an additional assignment
- Final written test on campus can be replaced for remote students with oral testing

As participation in this course requires a strong sense of commitment and group-loyalty in order to obtain the full benefit, being present and taking an active part in the course will contribute to achieving a good grade. Absence and freeriding will lead to an insufficient grade and not passing the course.

Assessment: 100% end-of-module examination. The exam will take place online on Moodle Assessment on the 11<sup>th</sup> September 2021. Grading according to Swiss system (1 to 6 in half grades). Grades above 4.0 equal pass.

The 5 ECTS points for this course are awarded if the final grade is a pass.

## 6. Literature

The lectures are based on Kotler, P., Keller, K.L, Brad, M., Goodman, M. & Hansen, T. (2016). Marketing Management. 3rd edition. Pearson. ISBN: 978-1-292-09323-9 and handouts. All study material can be accessed upon course enrolment.

## 7. Grading

- Pass-fail
- According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to [io.business@fhnw.ch](mailto:io.business@fhnw.ch) in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.