

Modul-Nr./ Module Code	BMSB2400
Modulbezeichnung / Module title	Introduction to Marketing
Semester / Trimester	3 rd
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-module	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	It builds the marketing platform for the later following courses Principles & Applied International Marketing and the general business decision making process
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtwockload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Contact hours per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding</u> Students assume the role of a marketing manager to learn how to make proper marketing decisions with special emphasis on target groups. <u>Applying Knowledge & Understanding</u> Introduction to basic instruments with case studies and a business game. <u>Making judgments</u> Case studies and business games will challenge the students to make decisions in the marketing management process. <u>Communication</u> Results obtained are discussed in class, presentations will be held, project meetings will be hold.

Bachelor degree course International Management Studies in the Baltic Sea Region (BMS)
Description of the module valid as of WS 2022/2023

	<u>Learning skills</u> These modules prepare the student to think in market- and decision -orientated business
Inhalte des Moduls / Syllabus	Basics of Marketing / Marketing management in the enterprise / Strategic Marketing / Marketing Mix
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Combination of lecture and seminar, presentation, business simulation game
Besonderes / Special features	Business simulation game
Literatur / Literature	Marketing management / Philip Kotler, latest ed., international ed. Upper Saddle River, NJ [u.a.] : Pearson Education International Kotler, Marketing Management, latest edition, Schaeffer-Poeschel Competitive strategy, Michael E. Porter New York, NY [u.a.] : Free Press, 2004 ISBN: 0-7432-6088-0 Ries & Trout, the 22 Immutable Laws of Marketing, Harper Business Becker, Jochen, Das Marketingkonzept, dtv All titles in the current edition.