

## MRKT-e (BABWLP-MARK-E) - Marketing

## MRKT-e (BABWLP-MARK-E) - Principles of Marketing

<b>Allgemeine Informationen</b>	
<b>Modulkürzel oder Nummer</b>	MRKT-e (BABWLP-MARK-E)
<b>Eindeutige Bezeichnung</b>	PrincMarkB-01-BA-M
<b>Modulverantwortlich(e)</b>	Prof. Dr. Hardiman, Marco (marco.hardiman@haw-kiel.de)
<b>Lehrperson(en)</b>	Dr. Qushta, Jassir (jassir.qushta@haw-kiel.de)
<b>Wird angeboten zum</b>	Wintersemester 2026/27
<b>Moduldauer</b>	1 Fachsemester
<b>Angebotsfrequenz</b>	Regelmäßig
<b>Angebotsturnus</b>	In der Regel jedes Semester
<b>Lehrsprache</b>	Englisch
<b>Empfohlen für internationale Studierende</b>	Ja
<b>Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)</b>	Nein

<b>Studiengänge und Art des Moduls (gemäß Prüfungsordnung)</b>
Studiengang: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Modulart: Pflichtmodul Fachsemester: 1
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Pflichtmodul Fachsemester: 1

<b>Kompetenzen / Lernergebnisse</b>
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
<p>Course Scope and Mission</p> <p>This course is designed to introduce you to the fundamentals of contemporary marketing through the discussion of theoretical and practical aspects of modern marketing management and application of marketing principles to a real-world case.</p> <p>Students will learn the basic concepts of the marketing definition, consumer behavior, and the principal marketing functions: strategy, product development, branding, pricing, distribution, communication, research, and planning.</p>

This course provides a decision oriented overview of marketing management in modern organizations. The students who succeeded in this course  
 ... will be able to Develop strategic skills in identifying marketing opportunities, in order to adapt an organization to its markets.  
 ... will be able to Analyze customers, competitors, collaborators and designing the firm's capabilities to serve its markets.  
 ... will be able to Explain target market selection.

These objectives will be achieved by a combination of lectures, discussions, videos, cases, assignments, and may be by guest lecturers. The students who passed in this course  
 ... will be able to DEFINE meaningful, practical experience in planning and communicating marketing strategies, plans, and programs.  
 ... will be able to BUILD managerial skills involved in working effectively with others in a market-oriented team effort.  
 ... will be able to DEVELOP insights about creative selection of target markets and blending strategic decisions related to product, price, promotion and place to meet the needs of a target market.

These objectives will be achieved by a combination of lectures, discussions, videos, cases, assignments, and may be by guest lecturers. The students who succeeded in this course  
 ... will be able to EXPLAIN the skills in marketing strategy setting, and in translating analytical conclusions into actionable marketing recommendations in enterprises of all kinds.

This objective will be achieved by a combination of lectures, discussions, videos, cases, assignments, and may be by guest lecturers. The students who succeeded in this course  
 ... will be able to REFLECT their own abilities regarding today's basic and common marketing challenges.  
 ... will be able to IMPROVE their marketing skills, especially new marketing methods and tools, on their own.

## Angaben zum Inhalt

<b>Lehrinhalte</b>	<p>0. Introduction into Marketing</p> <ol style="list-style-type: none"> <li>1. Marketing: Creating &amp; Capturing Customer Value</li> <li>2. Company and Marketing Strategy</li> <li>3. Customer-Driven Marketing Strategy: Creating Value for Target Customers</li> <li>4. Creating Competitive Advantage</li> <li>5. Analyzing the Marketing Environment</li> <li>6. Managing Marketing Information to Gain Customer Insights</li> <li>7. Consumer Markets and Consumer Buying Behavior</li> <li>8. Business Markets and Business Buyer Behavior</li> <li>9. Products, Services, and Brands: Building Customer Value</li> <li>10. New Product Development and Product-Life-Cycle Strategies</li> <li>11. Pricing: Understanding and Capturing Customer Value</li> <li>12. Pricing Strategies</li> <li>13. Marketing Channels: Delivering Customer Value</li> <li>14. Retailing and Wholesaling</li> <li>15. Communicating Customer Value: Integrated Marketing Communications Strategy</li> <li>16. Advertising and Public Relations</li> <li>17. Personal Selling and Sales Promotion</li> <li>18. Direct and Online Marketing</li> </ol> <p>Please register in LMS/Moodle for this class.</p> <p>The course with further information will be available in LMS one week before 1st class. It is need to enroll in LMS to get all assignments</p>
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<b>Literatur</b>	<p>Textbook: Kotler, P. &amp; Armstrong, G., 2023. Principles of Marketing, 19th ed., Global Edition, Prentice Hall. (older editions are also useable!)</p> <p>Required Additional Readings: Listed under each date of class or within the class in the syllabus which is provided in the 1st session.          Readings will be made available through various ways          For classroom activities it might be beneficial to bring a device with internet access to the class (e.g. notebook, tablet or smartphone).</p>
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### Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Lehrvortrag + Übung	4

### Arbeitsaufwand

<b>Anzahl der SWS</b>	4 SWS
<b>Leistungspunkte</b>	5,00 Leistungspunkte
<b>Präsenzzeit</b>	48 Stunden
<b>Selbststudium</b>	102 Stunden

### Modulprüfungsleistung

<b>Voraussetzung für die Teilnahme an der Prüfung gemäß PO</b>	Keine
<b>MRKT-e (BABWLP-MARKE) - Portfolioprüfung</b>	Prüfungsform: Portfolioprüfung Gewichtung: 100% wird angerechnet gem. § 11 Absatz 2 PVO: Nein Benotet: Ja

### Sonstiges

<b>Empfohlene Voraussetzungen</b>	English language skills
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