

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

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

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<b>General information</b>	
<b>Module Code</b>	MRKT-e (BABWLP-MARK-E)
<b>Unique Identifier</b>	PrincMarkB-01-BA-M
<b>Module Leader(s)</b>	Prof. Dr. Hardiman, Marco (marco.hardiman@haw-kiel.de)
<b>Lecturer(s)</b>	Dr. Qushta, Jassir (jassir.qushta@haw-kiel.de)
<b>Offered in Semester</b>	Wintersemester 2026/27
<b>Module duration</b>	1 Semester
<b>Occurrence frequency</b>	Regular
<b>Module occurrence</b>	In der Regel jedes Semester
<b>Language</b>	Englisch
<b>Recommended for international students</b>	Yes
<b>Can be attended with different study programme</b>	No

<b>Curricular relevance (according to examination regulations)</b>
Study Subject: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Module type: Pflichtmodul Semester: 1
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<b>Qualification outcome</b>
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</i>
<p><b>Course Scope and Mission</b> 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.

## Content information

<b>Content</b>	<p>0. Introduction into Marketing          1. Marketing: Creating &amp; Capturing Customer Value          2. Company and Marketing Strategy          3. Customer-Driven Marketing Strategy: Creating Value for Target Customers          4. Creating Competitive Advantage          5. Analyzing the Marketing Environment          6. Managing Marketing Information to Gain Customer Insights          7. Consumer Markets and Consumer Buying Behavior          8. Business Markets and Business Buyer Behavior          9. Products, Services, and Brands: Building Customer Value          10. New Product Development and Product-Life-Cycle Strategies          11. Pricing: Understanding and Capturing Customer Value          12. Pricing Strategies          13. Marketing Channels: Delivering Customer Value          14. Retailing and Wholesaling          15. Communicating Customer Value: Integrated Marketing Communications Strategy          16. Advertising and Public Relations          17. Personal Selling and Sales Promotion          18. Direct and Online Marketing</p> <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>Literature</b>	<p>Textbook: Kotler, P. &amp; Armstrong, G., 2023. Principles of Marketing, 19h 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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### Teaching formats of the courses

Teaching format	SWS
Lehrvortrag + Übung	4

### Workload

<b>Number of SWS</b>	4 SWS
<b>Credits</b>	5,00 Credits
<b>Contact hours</b>	48 Hours
<b>Self study</b>	102 Hours

### Module Examination

<b>Examination prerequisites according to exam regulations</b>	None
<b>MRKT-e (BABWLP-MARK-E) - Portfolioprüfung</b>	Method of Examination: Portfolioprüfung Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes

### Miscellaneous

<b>Recommended Prerequisites</b>	English language skills
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