

<b>Module number</b> 11-12	<b>Module title</b> Subject-Specific Elective Module 1/2: Design in Marketing	
<b>Code</b> DIMA	<b>Number of WSH</b> 4	<b>Module offered</b> Summer Semester
<b>Module coordinator</b> Prof. Dr. Nina Leffers	<b>Tuition type</b> Project Work	<b>Module duration</b> 1 Semester
<b>Lecturer</b> Prof. Dr. Rosan Chow	<b>Compulsory/Elective</b> Elective	<b>Module language</b> English

### **Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module, the students will have achieved the following learning outcomes on the basis of scientific and design methods:

#### Subject skills

Students understand the values of design thinking in general and in marketing in particular (2). They gain knowledge of the multiple meanings and dimensions of design thinking and their relationships (2). They understand the distinctions and can make informed choice when applying design thinking (2).

#### Method skills

Students can carry out the popular human-centered design thinking process (3). Students approach problems and challenges in a designerly way (3).

#### Social skills

Students can reason and present their viewpoints convincingly (2).

#### Personal skills

Students acquire discussion skills through working together in groups (2). They learn to exercise constructive criticism and to present their outcomes professionally (2). They develop resilience when facing uncertainties and setbacks (2).

## Content

Since the first decade of this century, the topic design thinking has spread into the discourse, practice and education in Marketing. While the commercial design thinking method arguably dominates this development, there are alternative ideas and methods from the field of design which are equally valuable. The focus of the course is to introduce these alternatives.

Topic 1 - Design Thinking as a human-centered innovation method.

- Understand, Empathize, Define, Ideate, Prototype, Test.

Topic 2 – Design Thinking as a habitual style of cognition and perception.

- Solution-focused. Trial & Error. Muddling through.

Topic 3 - Design Thinking as a basic capacity for creating the human world.

- Sciences. Arts. Designs

## Literature

### Required reading

Will be announced in the course

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Will be announced in the course

## Teaching and learning methods

Group project. Learning by doing. Meta reflection.

Students will follow the popular human-centered innovation method to tackle a challenge.

- The challenge is: how to support Master Students in Business Management to develop the habit of thinking and sensing like a designer.

They will test the solution/result on themselves and reflect on its quality.

They will also reflect on the process and compare it to their habitual way of approaching marketing projects.

<b>Type of examination/Requirements for the award of credit points</b>	Design cum research project conducted in groups of approx. 6 students. Students should demonstrate competency in: <ul style="list-style-type: none"><li>• Implement human-centered innovation method.</li><li>• Present the project results convincingly.</li><li>• Reflect critically on the topic “design in marketing” and draw implications for personal professional practice. (Reflection is done individually.)</li></ul>
<b>Other information</b>	Max. number of participants: 25 Advantageous but not necessary is prior cursory knowledge of the popular Design Thinking method (Understand, Empathize, Define, Ideate, Prototype, Test).
<b>ECTS-Credits</b> 5	<b>Workload</b> 150 hours Contact/attendance time: 60h Additional work: 90h