

Module number 11.2 b)	Module title Institutional Aspects of Marketing		
Code IAM	Semester 2	Number of WSH 4	Module offered every academic year (summer semester)
Module coordinator Prof. Dr. Schuckmann	Tuition type Seminar tuition		Module duration 1 Semester
Lecturer Prof. Dr. Schuckmann	Compulsory/Elective Elective Major Management and Marketing		Module language 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 methods:

Subject skills

The students know international research results on Service and Digital Marketing at an advanced level (2) and can apply this to concrete case examples (3). They dispose of them by dealing with the goals and methods of service and digital marketings (3). They are capable of management tasks in the field of Marketing a service management company (3) and applying Digital Marketing skills (3).

Social skills

The students master basic definitions, models, methods and concepts of Business Administration in general and service as well as Service and Digital Marketing in particular (2). They have the ability to develop knowledge systematically as well as in a concrete practice situation (3).

Method skills

The students are enabled for an informed judgment, to self-determination and to co-design professional challenges (3). Their ability to raise their opinion in decision making processes is strengthened (3) and they are able to present their reasoning to different the target groups. Students are aware of the need (3).

Personal skills

Students will be aware of the consequences of their planning and organisational decisions (2) and can incorporate them in a personal value concept (3).

Content

The course consist of two parts:

- Service Marketing
- Digital Marketing

Service Marketing part

1. Special features of Service Marketing
2. Concepts and theoretical foundations of Service Marketing
3. Strategic Service Marketing
4. Quality management in the service sector
5. Marketing Mix in Service Marketing
6. Strategy implementation and controlling
7. International service Marketing
8. Case Studies

Digital Marketing part

1. Social Media Marketing
2. Online-PR
3. Strategic Online Marketing
4. Viral Marketing
5. Mobile Marketing
6. SEO/SEA
7. Content Marketing

Literature

Zeithaml, V. A., Bitner, M. J., and Gremler, D. D., Services Marketing
 Grönroos, C., Service Management and Marketing: Customer Management in Service Competition
 Palmer, A., Principles of Service Marketing
 Chaffey, D., Digital Marketing
 Hanlon, A., Digital Marketing - Strategic Planning & Integration
 Each in their latest edition

Teaching and learning methods

Seminar-style tuition (based on peer-to-peer learning) with exercises and case studies

Type of examination/Requirements for the award of credit points

Portfolio - for details refer to the course scheme

ECTS Credits 5	Workload 150 hours Contact/attendance time: 60 h Additional work: 90 h	Weighting of the grade in the overall grade 1
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