



Prof. Dr. Martina Steul-Fischer
Lehrstuhl für BWL, insb. Versicherungsmarketing

Module description RUW-2041	Principles of Marketing
Courses	Lectures (Attendance): 2 hours per week Practice lessons (Self Study): 2 hours per week
Lecturer	Prof. Dr. Pescher and Employees; chair of Prof. Dr. Steul-Fischer
Responsible for the module	Prof. Dr. Koschate-Fischer, Prof. Dr. Steul-Fischer, Prof. Dr. Fürst, as well as employees of the chairs (alternately; Prof. Dr. Steul-Fischer during summer semester 2018).
Content	<ul style="list-style-type: none"> - Introduction and General Principals - Consumer Behavior - Basics of Market Research - Basics of Strategic Marketing - Marketing mix: Price, Product, Promotion and Placement Policies
Learning objectives and competencies	<p>Students</p> <ul style="list-style-type: none"> - acquire knowledge of the basic terms and concepts of marketing. - develop an understanding of marketing goals and problems. - learn to structure and solve marketing decisions on their own.
Recommended previous knowledge for participation	No prerequisites
Integration into the sample curriculum	From the 2nd semester onwards
Usability of the module	<ul style="list-style-type: none"> - Compulsory module for students of Business Studies, International Business Studies and Socioeconomics - Core module for students of Information Systems
Exam performances	Written Examination (60 minutes, partly multiple choice questions)
Calculation of the module grade	Written Examination (100 %)
Regular cycle	Annually during the summer semester
Effort	Attendance time: 50 hours Self-study: 100 hours
Duration of the module	1 Semester
language of teaching and examination	German
(Preparatory) literature	<p><u>Basic literature:</u></p> <ul style="list-style-type: none"> - Diller, H., Fürst, A., Ivens, B. (2011): Grundprinzipien des Marketing, 3. Auflage, Nürnberg. - Homburg, Ch. (2017), Marketingmanagement: Strategie – Instrumente – Umsetzung – Unternehmensführung, 6. Aufl., Wiesbaden. <p><u>Supplementary literature:</u></p> <ul style="list-style-type: none"> - Bruhn, M. (2016): Marketing. Grundlagen für Studium und Praxis, 13. überarbeitete Auflage, Wiesbaden. - Meffert, H., Burmann, C., Kirchgeorg, M. (2015): Marketing: Grundlagen marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele, 12. überarbeitete und erweiterte Auflage, Wiesbaden.