



Supplementary Information

M.A. International Marketing Management

Programme in the Winter Term (1st Semester)

Strategic Marketing Management and Marketing Controlling/Prof. Dr. rer. pol. Ralf T. Kreutzer

- Content of the marketing planning cycle
- Instruments for market and environmental analysis
- Portfolio and value chain analysis
- Customer and competition oriented strategic concepts
- Concepts of marketing controlling

International Marketing and Sales Management/ Prof. Dr. rer. pol. Ralf T. Kreutzer

- Driving and restraining forces of international marketing
- Concepts and target systems in international marketing
- Planning international marketing
- Strategic analysis instruments for international marketing
- Strategic concepts for going international
- Marketing instruments in an international environment
- Concepts of international sales

Current Issues in Marketing/Prof. Carsten Baumgarth

- Marketing aspects and corporate ethics
- Integration of global corporate responsibility in marketing concepts
- Aspects of gender and diversity in marketing

Consumer and Corporate Buying Behavior/ N.N.

- Perception, Interpretation, Learning, Memory
- Motivation, Values, Involvement, Attitudes
- Attitude Change, Interactive Communications
- Income and Social Class, Age Subcultures, Family Structure, Opinion Leadership
- Shopping and Retailing, Gender Roles, Cultural Influence, Lifestyle Marketing
- Consumer Buying Behaviour and Marketing Mix
- B2B-Marketing and Corporate Buying Behaviour
- Corporate Buying Behaviour and Marketing Mix
- Core Readings: M. Solomon / G. Bamossy / S. Askogaard: Consumer Behaviour. A European Perspective 2nd ed. 2002; J. P. Peter /J. C. Olson: Consumer Behaviour & Marketing Strategy 7th ed. 2005

Supplementary Information

M.A. International Marketing Management

Programme in the Summer Term (2nd Semester)

Seminar Brand Management/ Prof. Carsten Baumgarth

This course assumes a familiarity with the principles of marketing.

The general purpose of the course is to gain a deep understanding of the whole brand phenomenon. Knowledge about the brand management, the brand effects and the brand controlling are the main learning goals. Furthermore, the student should learn to develop and to evaluate a brand management concept for various contexts (e.g., b-to-b sector, cultural sector, media sector, luxury sector).

Content of Course:

That master marketing course covers the basic principles of brand management as well as the application of brand management in different contexts. The course deals with the following topics:

brand effects, brand management, brand controlling, brand contexts

The course focuses on the link of these topics with real applications. In a first step, the course will present an overview of these topics and discuss short case examples. In a second step, small student groups will discuss one single brand context. Finally, the student groups will write a case study and evaluate the quality of the brand management in this case example.

Literature Recommendations

Baumgarth, C. (2008): Markenpolitik, 3. Aufl., Wiesbaden.

Baumgarth, C. (Hrsg.) (2010): B-to-B-Markenführung, Wiesbaden.

Kapferer, J. N.; Bastien, V. (2009): The Luxury Strategy, London, Philadelphia.

Keller, K.-L. (2008): Strategic Brand Management, 3. ed., Upper Saddle River.

Seminar Dialog Marketing and CRM/ Prof. Dr. rer. pol. Ralf T. Kreutzer

Students will be familiar with the targets, the strategies and the instruments of dialogue marketing and CRM; they are able to use these in a business context. They know the relevant tools of dialogue marketing and master the possibilities to control the outcome. In addition they are able to apply concepts for customer acquisition, to increase customer retention and to regain lost customers.

Content of Course:

Basics of dialogue marketing and CRM (Customer Relationship Management), sources of information and instruments to gain information in dialogue marketing, concepts to gain customers and to increase customer loyalty (e.g. club and card concepts, added value programs), analysis to define customer value, controlling concepts, case studies in dialogue marketing

Literature Recommendations

Bruns, J., Direktmarketing, 2. Aufl., Ludwigshafen, 2007

Garry, T./Harwood, T./Broderick, A., Relationship Marketing, Berkshire, 2008

Holland, H., Direktmarketing, 3. Aufl., München, 2009

Johnston, M./Mark, J./Marshall, G., Relationship Selling, Berkshire, 2009

Kreutzer, R., Praxisorientiertes Dialog-Marketing, Konzepte – Instrumente – Fallbeispiele, Wiesbaden, 2009

Shajahan, S., Relationship Marketing: Concepts and Cases, Berkshire, 2006

Wirtz, B.W., Direktmarketing-Management, 2. Aufl., Wiesbaden, 2009

newest edition

Seminar Marketing Project/Prof. Dr. Dirk-Mario Boltz

Significant Knowledge of Marketing-Strategy and Marketing-Instruments and Marketing-Management is required

Students should learn to apply their acquired knowledge to various practical issues. They will learn to analyse a given Marketing-Problem and to develop, plan and present a marketing concept as solution.

Content of Course:

The fields of interest and the task are defined by the respective module teacher with regards to current issues in applied marketing.

Literature Recommendations:

Depends on business focus to be defined by the module teacher.