

Module: Basics of Marketing

Level	Master	Short Name	BM
Responsible Lecturers	Opresnik, Marc, Prof. Dr. Dipl.-Kfm.		
Department, Facility	Applied Natural Sciences		
Course of Studies	Regulatory Affairs, Master		
Compulsory/elective	Compulsory elective	ECTS Credit Points	2,5
Semester of Studies	3	Semester Hours per Week	2
Length (semesters)	1	Workload (hours)	75
Frequency	WiSe	Presence Hours	
Teaching Language	English	Self-Study Hours	75

The following section is filled only if there is **exactly one** module-concluding exam.

Exam Type	Project Work	Exam Language	English
Exam Length (minutes)		Exam Grading System	One-third Grades
Learning Outcomes	In this course, students are introduced to key practical tools, approaches, and methods in the field of marketing. Through case studies, they have the opportunity to apply marketing and sales-related tools, concepts, and strategies to a concrete case example.		
Participation Prerequisites			

The previous section is filled only if there is **exactly one** module-concluding exam.

Consideration of Gender and Diversity Issues	✓ Use of gender-neutral language (THL standard) ✓ Target group specific adjustment of didactic methods ✓ Making subject diversity visible (female researchers, cultures etc.)
Applicability	Due to its orientation, the module can be used in all degree programs(see remarks).
Remarks	Knowledge of marketing is essential for all students who intend to assume leadership responsibilities in their future careers or as entrepreneurs.

Module Course: Basics of Marketing

(of Module: Basics of Marketing)

Course Type	Online Course	Form of Learning	Online supported
Mandatory Attendance	no	ECTS Credit Points	2,5
Participation Limit		Semester Hours per Week	2
Group Size		Workload (hours)	75
Teaching Language	English	Presence Hours	0
Study Achievements ("Studienleistung", SL)		Self-Study Hours	75
SL Length (minutes)		SL Grading System	

The following section is filled only if there is a course-specific exam.

Exam Type		Exam Language	
Exam Length (minutes)		Exam Grading System	
Learning Outcomes			
Participation Prerequisites			

The previous section is filled only if there is a course-specific exam.

Contents	1 Fundamentals of Marketing 2 Analysis and Understanding of the Market Situation I 3 Analysis and Understanding of the Market Situation II 4 Fundamentals and Methods of Market Research 5 Formulation of Marketing Strategies 6 Product Policy 7 Pricing Policy 8 Distribution Policy 9 Communication Policy
Literature	• Opresnik, M. / Hollensen, S.: Marketing: Fundamentals and Practice: A Management-Oriented Approach, 2018 • Kotler, P., Keller, K., Opresnik, M.: Marketing Management, 15th ed., Pearson, Munich, 2017
Remarks	Marketing knowledge is essential for all students who wish to assume leadership responsibilities in their future careers or as entrepreneurs.