

Course Outline

Virtual Exchange Spring Semester 2025

Marketing (Intensive Programme)

Number of ECTS-Credits: 5

Format of the course: Online

- synchronous online course (FIX timeslots)
- asynchronous online course (NO fix timeslots)
- mix of synchronous and asynchronous online course
- synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- mix of synchronous and asynchronous hybrid course
- other, namely:

Number of Students accepted

- Total number of students is limited to 35
- Total number of students is unlimited
- Total number of virtual exchange students is limited to
- Total number of virtual exchange students is unlimited

Responsible lecturer:

Link to lecturer's profile at FHNW: [Dr. Christine Jacob | FHNW](#)

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1. Course content

Managers must be able to engage in demanding discussions about market-oriented corporate and business strategies in their day-to-day work. The Marketing module provides students with a solid foundation and will cover traditional approaches to marketing such as strategic marketing, consumer behavior, segmentation, targeting and positioning as well as the marketing mix. At the same time the module will expose students to the issues arising within practice, which brings into question some of the fundamental principles of the subject. The module will also convey the importance of marketing and provide basic skills enabling students to analyse and consider marketing problems and opportunities and will develop an understanding of how digitization affects all areas of marketing.

- Marketing basics and marketing analysis
- Marketing goals and marketing strategies
- Consumer and buyer behavior
- Segmentation, targeting and positioning
- Marketing- Mix decisions
- Controlling and evaluation of marketing activities
- Basic principles of sustainable marketing

2. Learning objectives

Knowledge and Understanding: Students ...

- describe the relevant marketing analysis instruments and explain marketing strategies (e.g., market leader, niche providers) (Obj.1.1)
- explain terms such as consumer behavior and customer insights (Obj. 1.1)
- interpret the differentiation strategies (Obj. 1.1)
- explain the principles of marketing analytics (Obj. 1.1)
- explain what sustainable marketing is, the actions that consumers take to promote sustainability, and the actions that businesses take in response.

Applying Knowledge and Understanding: Students ...

- apply marketing analysis techniques (Obj. 1.1)
- apply market segmentation techniques in an international context (Obj. 1.1, 4.1)
- perform a target customer analysis (Obj. 2.1, 4.1) and apply the concept of positioning (Obj. 1.1, 2.1)
- apply the individual marketing mix instruments and make recommendations (Obj. 2.1)
- consider the various aspects of sustainability in marketing strategies (Obj. 2.1).
- apply the sustainable marketing best practices in a business case, and develop a standalone practical marketing strategy and problem solving in a business case (Obj. 2.1)

Making Judgements: Students ...

- assess the environmental impact on a marketing strategy and on the marketing mix from different perspectives (Obj. 2.1, 4.1)
- assess marketing strategy and marketing mix fit (Obj. 2.1)
- assess how businesses respond to sustainability challenges.

Communications Skills: Students ...

- use the marketing terminology in a precise, specific and qualified way when communicating (Obj. 3.1, Obj. 3.2)

Learning Skills: Students ...

- prepare independently for the lesson with the provided materials (Obj. 1.1)

3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent

- There are no further formal entry requirements for this course.

4. Course structure and dates

15, 22, 25, 26, 27 March 2024 (08:15h to 17:00h, lecturers online); 8 April 2024 (17:30h - 21:15h, online group presentations), online Moodle exam according to exam schedule (in June)

Lesson	Date	Time CEST	Format	Topic / Contents
Part I: Marketing Basics				
1	11 Apr	08:15-12:00	Online	1.a. Introduction to Marketing 1.b. The Marketing Strategy
2	11 Apr	13:15-17:00	Online	2.a. The Marketing Environment 2.b. Managing Customer Insights
3	12 Apr	08:15-12:00	Online	3.a. Consumer Buying Behaviors 3.b. Market Segmentation
4	12 Apr	13:15-17:00	Online	4.a. Targeting and Positioning 4.b. Market Research
5	14 Apr	08:15-12:00	Online	5.a. Sustainable Marketing 5.b. The Mobile Shift
6	--	--	Self-study	6.a. <i>Business Buying Behavior (self-study)</i> 6.b. I. <i>Personal Selling and Sales Promotion (self-study)</i> 6.b. II. <i>The Global Marketplace (self-study)</i>
Part II: The Marketing Mix				
7	14 Apr	13:15-17:00	Online	7.a. The Marketing Mix in a constantly evolving world 7.b. Product: Customer Value and Brand Management
8	15 Apr	08:15-12:00	Online	8.a. Product: Digital and Global brand management 8.b. Price: Market offerings and pricing strategies
9	15 Apr	13:15-17:00	Online	9.a. The Promotional Mix 9.b. How promotion is evolving in a Digital World
10	16 Apr	08:15-12:00	Online	10.a. Place 10.b. How the concept of place is evolving in a Digital World
11	16 Apr	13:15-17:00	Online	11.a. Marketing Metrics with focus on Digital 11.b. Assessment and Exam preparation
12	02 May	17:30-21:10	Online	Group Presentations – Final Assessment (70% of grade)
	According to exam schedule – June 2024	According to exam schedule	Online for virtual exchange students	Moodle Exam (30% of grade)
Moodle Page			<i>Will be sent by email</i>	
Additional Bibliography / References			Mandatory: slides and additional material on Moodle Optional: Kotler, P., Keller, K.L, Brad, M., Goodman, M. & Hansen, T. (2016). Marketing Management. 3rd edition. Pearson. ISBN: 978-1-292-09323-9	
Specification of Assessment Details (as per Course Description and Exam Cover Sheet)			<i>Group Presentation – Marketing Strategy of a selected brand – 70% of the grade</i> <i>Written online Moodle exam for virtual exchange students, 60 minutes – 30% of the grade</i>	

5. Assessment

- Assessment with (online)presentation, report, groupwork, test etc. during semester
- Final written test on campus can be replaced for remote students with an additional assignment
- Final written test on campus can be replaced for remote students with online Moodle exam

6. Literature

Recommended Reading:

Kotler, P., Keller, K.L, Brad, M., Goodman, M. & Hansen, T. (2016). Marketing Management. 3rd edition. Pearson. ISBN: 978-1-292-09323-9

Handouts

7. Grading

- Pass-fail
- According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail