



COURSE OUTLINE WS 2022

UK ABWL MARKETING II – 040428 - 4

Tuesday 13:15 – 14:45 CET time

(3 ECTS)

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Office Hours: Appointment via mail (Room 4.605)

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1. Prerequisites

Successful completion of ABWL Marketing I. It is therefore NOT possible to complete ABWL Marketing I and ABWL Marketing II in the same semester.

A special note for all exchange students: You also CANNOT complete ABWL Marketing I and ABWL Marketing II in the same semester. You are eligible for this course *only if you have already successfully passed a basic marketing course at your home university*. To be able to attend the course you must submit a relevant transcript/certificate by October 4th, 2022.

2. Course objectives

The course seeks to apply key marketing concepts acquired in the ABWL Marketing I course to real-life examples as well as to provide new theoretical and practical knowledge on additional marketing topics such as *Business-to-Business Marketing, Services Marketing, International Marketing, Marketing Implementation and Control, and Ethical Marketing*.

3. Course policies

Both the course and the final exam will be held in English. The course has “prüfungsimmanenten Charakter”, therefore attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage); more than *three* absences will automatically result in a “fail” grade.

Students wishing to take this course must register via U:SPACE (with points) during the registration period. By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams, etc.). The maximum number of participants is 50. Registered students who, for whatever reason, are not able to take the course must de-register electronically.

The latest date by which this course can be dropped without penalty is 10th October 2022.

Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session (Introduction/Vorbesprechung) on Tuesday, 4th October 2022, 13:15-14:45, as failure to do so will result in their exclusion from the course.

4. Teaching method

Sessions 2 - 6 from 18/10/2022 to 22/11/2022 will be based on group presentations. Each group – formed by five students – has to prepare **one presentation** on a given market/company (see below). Students will have to apply theoretical frameworks taught in ABWL Marketing I in order to propose relevant solutions and/or recommendations to the case at hand. Each session will focus on the same marketing topic and will include two group presentations dealing with a different case. Each

presentation is limited to 25 minutes and will be followed by questions and discussion from the instructor and the audience.

Note: All presentations have to be done using Power Point (or a similar program) and *every group member has to present*. Absent or not presenting group members without prior confirmation from the course instructor will be graded with zero points.

Presentation topics and guiding questions will be assigned in the first session!

The second half of the course (Sessions from 29/11/2022 to 17/01/2023) will consist of lectures covering new marketing topics such as *services marketing, business-to-business marketing*, etc. The detailed schedule is presented below:

5. Schedule

Session	Date	Topic	Chapters (Jobber)
1	October 4 HS 9	Introduction	
2	October 18 HS 9	Marketing Environment & Competitive Analysis <i>Doritos (Gr. 11) – Patagonia (Gr. 12)</i>	2, 18 & 19
3	October 25 HS 9	Consumer Behavior & Marketing Research <i>Online entertainment platform subscription (Gr. 13) – Jewelry (Gr. 14)</i>	3 & 6
4	November 8 HS 3	Segmentation, Targeting, Positioning <i>Disney + (Gr. 15) – Austrian Airlines (Gr. 16)</i>	7
5	November 15 HS 9	Advertising & Promotion <i>McDonald’s (Gr. 17) – Airbnb (Gr. 18)</i>	13 & 14
6	November 22 HS 12	Brand Strategy <i>GoPro (Gr. 19) – Canon (Gr.20)</i>	8 & 20
8	Midterm Exam: Tuesday, 29th November 2022, 13:15, HS 4 & HS 17, OMP1		
7	December 6 HS 17	Business to Business Marketing	4, 10 & 15
9	December 13 HS 8	Services Marketing	9
10	January 10 HS 3	International Marketing	21
11	January 17 HS 3	Marketing Implementation and Control	22
12	January 24 HS 3	Marketing, Ethics and Society	5
FINAL EXAM	Tuesday, 31st January 2023, 11:30, HS 3 & HS 12, OMP1		

6. Assessment

Performance in the course will be assessed as follows:

- Group presentation (Team grade) 30 Points
- Midterm Exam (Sessions 2-6) 25 Points
- Final Exam (Sessions 7-12) 45 Points

The **group presentations** will involve groups of 5 students. The same grade will be awarded to all students of the same group. All group members have to contribute and participate in the presentation and later discussion.

The **midterm exam** will be based on the material covered in the student presentations (Sessions: 2, 3, 4, 5, 6). Therefore, it is essential that you study the corresponding chapters and actively participate in the presentations.

The **final exam** will be based only on the new topics covered by the instructors in the second half of the course (Sessions: 7, 9, 10, 11, 12). The relevant material includes the corresponding book chapters as well as everything that has been covered in the lectures.

In order to pass the course, students need to achieve 50 percent or more of the total points (incl. group presentation, midterm exam, and final exam). The grading system is as follows: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1.

Students who fail the course must repeat the entire course (and must register in the usual way next time the course is offered).

7. Required textbook

(1) Jobber, David and Fiona Ellis-Chadwick (2019): Principles and Practice of Marketing, 9th Ed., McGrawHill (ISBN 978-1-5268-4723-2).

Reading List:

In addition to the text books, selected journal articles may be used to further support students' understanding of the course's content. These articles will be placed on Moodle and students informed accordingly.

Reading the textbook chapters as well as the selected research papers is an essential part of the course (especially as preparation for the sessions!) and as important as attending lectures.

Further information will be given in the Introduction Vorbesprechung session!