

Major Module: Selected Issues in Marketing I (Exam regulations 2015)  
Major Module: Selected Issues in Marketing (Exam regulations 2021)

## **Marketing @ University of Cologne**

Winter Semester 2021/2022

Department of Marketing and Brand Management

### **1. Course outline**

This course is intended to provide students with the opportunity to apply basic concepts, theories, and methods in marketing strategy and product innovation management to real-world challenges using the example of the education industry. Students (in groups of 3-4) will work on developing a marketing strategy for either the M.Sc. Marketing program or the B.Sc. Business Administration program at the University of Cologne, including a competitor analysis, customer analysis (i.e., students and prospective students), (re-)design of the “product” (i.e., the program), and communication strategy. You slip into the shoes of an academic/program director at the University of Cologne and develop “your” program – with the opportunity to have an impact on the program offerings of the WiSo-Faculty.

#### **The learning objectives of this course include:**

- Develop and refine analytical and problem-solving skills
- Be able to apply theoretical knowledge and scientific methods (including empirical work) to practical marketing challenges
- Understand marketing strategy as a process (starting with the analysis of the market and business situation and ending with an appropriate marketing concept)
- Work in a team and learn and refine project management as well as teamwork skills

### **2. Important dates**

- Session 1 (kickoff, briefing, and assignment to student teams): October 18, 2021, 10:00–13:00, Sibille-Hartmann-Straße: Room -1.501.
- Session 2 (project plan discussion, case solution approach, and guidance on methodological issues): November 4, 2021, 8:00-18:00, Sibille-Hartmann-Straße: Room 6.207
- Session 3 (final presentations): December 16 and 17, 8:00–18:00, Sibille-Hartmann-Straße: Room -1.501.

### **3. Working requirements and assessment method**

The course is open to students from both the exam regulations 2015 (major module selected issues in marketing I) and the exam regulations 2021 (major module selected issues in marketing).

Students are required to work on the assigned project, prepare an executive summary and a presentation of their work (in groups), present it in class, and actively participate in class discussions. Grades will be based on the presentation and subsequent Q&A (oral examination) (80%), as well as the written executive summary (20%).

The course is worth 6 ECTS (which amounts to 20 percent of the semester's total credits [30 ECTS]). This equates to a workload of approximately 14 days per student based on a semester with a standard lecture period of 14 weeks).

#### **4. Faculty**

- Prof. Dr. Franziska Völckner
- Dr. Martin Hirche