

Marketing

Lecturer: Prof. Dr. Reinhard Hünenberg, Kassel University, Germany

Course Objectives

All fundamental aspects of marketing are dealt with: After an introduction into the marketing concept and the history of marketing the general set-up of essential data to be taken into consideration is discussed. A major part of the course deals with marketing strategies, especially in an international context. Here segmentation, market entry and defence as well as competitive behaviour are emphasized. The course contents then refer to marketing instruments, i.e. offering, price, communication, and distribution.

Knowledge and skills after completing the course

The participants will be able to understand the marketing-view in contrast to a technical-based view and can understand, evaluate and apply marketing strategies and instruments in the context of given data.

Course format and teaching methods

The course concept refers to the up-to-date marketing knowledge with special emphasis on practical applications. The contents are taught in an interactive way, including case studies and examples. Intensive participation of students is thus required.

Integration of theory with practice; relationship with other courses

Practice relevance is a major goal of the course, thus all conceptual and theoretical considerations are documented through examples and case studies from different industrial areas. As a major field of management marketing is closely interrelated with all other management courses.

Course content

The Marketing Concept
Marketing Environment
Marketing Objectives
Marketing Strategies: Market Selection, Marketing Entry and Defense, Competitive Behavior
Marketing Instruments: Offering, Price, Communication, Distribution
Marketing Research and Marketing Planning

Exam

Regularly written exam. In addition written homework and presentation.

Reading list

Kotler Philip/Bliemel, Friedhelm: Marketing-Management, 9. Aufl. Stuttgart 1999.
Cravens, David W.: Strategic Marketing, 5th ed., Chicago et al. 1997.
Czinkota, Michael R./Ronkainen, Ilkka A.: International Marketing, 5th ed. Fort Worth, 1998.
Hünenberg, Reinhard: Internationales Marketing, Landsberg 1994.
Meffert, Heribert: Marketing - Grundlagen marktorientierter Unternehmensführung, 8. Aufl. Wiesbaden 1998.