

1.1 Module name (German / English) Marketing Specialization & Key Competences	1.2 Short name (optional) MSKC	1.3 Module-Code (HIS-POS)
2.1 Frequency of Offer: Offer in <input type="checkbox"/> each SoSe, <input checked="" type="checkbox"/> each WiSe,	2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester	
3.1 Offer for the following study programmes	3.2 Mandatory, Elective	3.3 Recommended semester
Master International Marketing and Sales	Man	1/2

4 Workload				Workload total	
	Lectures/ Form	Contact time	hours per semester per form of instruction/standard form	Workload	Credits
contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible)	Seminar lessons	4 (8)	60 (120)	180 (360)	6 (12)
	1. Semester choose 6 ETCS 2. Semester choose 12 ECTS				
	Amounts	Amounts contact time	Amounts contact time in hours		
self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search)	Self-study		120 (240)		
	Amounts		Amounts self-study in hour		

5 Learning outcomes/ Competencies

General Method Competencies:

- Alumni have the ability to apply the acquired subject-specific knowledge to practical problems.
- Alumni are able to reflect critically for which problem and under which conditions which models and systems can be used.
- Alumni can present their results target group oriented.

a) Professional Expertise Financial Evaluation, Risk Management & Governance:

- Alumni are able to evaluate quantitatively the prospects of success of close to the market international investment projects, present these and question them critically using scenario and risk analysis.
- Alumni can evaluate operative business risks of internationally active enterprises and are able to manage the identified risks by suitable management tools and methods so that both the internal aims provided to the risk management and external requirements on the enterprise are fulfilled.
- Alumni can reflect critically and take into account the situation adequately external requirements on the corporate governance made to internationally active enterprises at the implementation of foreign activities.

b) Psychology in Consumer Behaviour

- Alumni develop an understanding of important theories and concepts in consumer behavior and its relevance within business administration
- Alumni can critically discuss and apply models and theories of consumer behavior.
- Alumni can reflect on consumer perception as well as on concepts of consumer learning, memory, motivation, and attitudes, which altogether form the consumer decision process.

c) B2B- & Service Marketing:

- Alumni can discuss the purchase behavior of institutions and companies

- Alumni can critically reflect the effectiveness of market research instruments in B2B environment
- Alumni can discuss the 4 Ps elaborated in the context of B2B
- Alumni can develop a strategic marketing plan in B2B environments and propose a structure as well as management guidelines for the sales organization.
- Alumni can discuss main developments in new media in B2B markets and elaborate on strategic recommendations.
- Alumni can discuss the growing importance of service industries and their consequent influence on marketing practice.
- Alumni can critically reflect the nature of service marketing particularly required by developed, developing and emerging economies.
- Alumni can analyze how service satisfaction depends upon the experience and perception of the customer.
- Alumni can critically reflect on science to business marketing, its status, instruments and research requirements

d) Innovation Marketing & Entrepreneurship

- Alumni can discuss the psychological characteristics of entrepreneurs, and how entrepreneurial decisions are made. They can discuss theories that span optimization, decision making under risk and uncertainty, and game theoretic approaches.
- Alumni can forecast innovation spread and critically reflect on the methods applied.
- Alumni can critically reflect on the market research instruments in environments of high uncertainty.
- Alumni can develop and effectively manage the marketing of an innovation.
- Alumni can discuss the scientific basics of experimentation and experimental design with a special emphasis on experimental economics. They can analyze cases from the area of entrepreneurship and innovation and propose statistical methods appropriate for the analysis of experimental data.
- Alumni can discuss the application of advanced economic and management research to entrepreneurship and innovation.

e) Negotiations

- Alumni can identify a negotiation situation.
- Alumni can discuss psychological factors in negotiations.
- Alumni can discuss phases of negotiation and preparation requirements.
- Alumni can clarify different negotiation strategies like dual-concern, win-lose, compromise, win-Win, Tit-for-tat.
- Alumni can discuss principles of distributive and integrative negotiations and methods to be used, like controlling of emotions, stepping to their side, reframe, build golden bridges and utilize means of power to educate.
- Alumni can counter unfairness in negotiations and prevent or deal with abusive tactics.
- Alumni can choose suitable, situation specific strategies and tactics for effective and efficient negotiations.
- Alumni can analyze and discuss errors in negotiations.
- Alumni can elaborate on cultural differences in negotiations.

f) Retail Big Data Project

- Alumni have the ability to use the acquired subject-specific knowledge of quantitative methods and data mining for practical problems.
- Alumni can structure earnings-oriented data mining projects, extract and transform database based mass data and explore with methods of data mining, especially of multivariate statistics and machine learning with the use of standard software for solving optimization problems with restrictions.
- Alumni are able to formulate, based on the results, strategically recommended actions, to present the results target group oriented and to reflect critically on the quality of the results.

g) Digital Marketing project

- Alumni are able to present their basic knowledge of the main disciplines of digital marketing and their field of application.
- Alumni are able to demonstrate the function of technical social software systems and can practically master them.
- Alumni are able to explain Social Media Optimization (SMO) rules and can practically master them in terms of strategic and tactical implementation.
- Alumni are able to develop principles and concepts of social software, the SMO.
- Alumni are able to develop commercial applications and perspectives of social media marketing as well as digital marketing channels for management and adapt them to new developments.
- Alumni are able to develop a digital marketing strategy for their own study program (in the pilot)
- Alumni are able to develop a digital marketing strategy based on pre-formulated business goals

- Alumni are able to reflect critically on learned digital marketing skills as well as generated results.

Contents

a) Financial Evaluation, Risk Management & Governance

- Important aspects for the creation of Business Cases
- Key Performance Indicators in Business Cases and their interpretation
- Objectives and task of risk management
- Systematization of risk types and risk causes in internationally active enterprises
- Elements and processes of risk management
- External requirements on the risk management of internationally active enterprises
- Processes and methods to identify and evaluate enterprise risk
- Measures to manage enterprise risks
- Organization of risk controlling and organizational aspects of risk management in internationally active enterprises
- Corporate Governance in internationally active enterprises
- Special requirements and risks while implementing international business activities

b) Psychology in Consumer Behaviour

Marketing begins and ends with the consumer - from understanding consumer preferences and needs to providing consumer satisfaction. Thus, a clear understanding of consumers is critical in successfully managing the marketing function in any organization. This lecture examines basic theories (e.g., in economics and psychology) as well as the nature of consumer behavior and consumer decision process.

Part A: Principles of Behavioral Economics and Social Psychology

Part B: Consumer Behavior

Part C: Consumer Decision Process

c) B2B- & Service Marketing

Many products and services are not sold directly to the consumer but to companies and organizations. It is a large and dynamic market. As a result Business-to-Business Marketing has become an important element in marketing formation. The objective of this course is to develop a deeper understanding for this special form of Marketing and to combine insights with the analysis of service marketing.

The course will introduce to the following subjects:

- Purchase behavior of institutions and companies
- Market research instruments in B2B
- 4 Ps in the context of B2B,
- B2B and strategic marketing planning
- Internet Marketing B2B
- Consumer Behavior Related to Services – Understanding the Service Experience
- Pricing of Services & Yield Management
- Distribution of Services
- Communications for Services
- Designing Service Environments
- Designing Customer Service Processes
- Understanding and Managing Service Quality
- Managing Customer Loyalty - Value Propositions for Loyalty Programs that Work and Churn Diagnostics
- S2B marketing

d) Innovation Marketing & Entrepreneurship

- Psychological characteristics of entrepreneurs and their decisions
- Decision theories: optimization, decision making under risk and uncertainty, and game theoretic approaches. Normative perspectives and descriptive findings are confronted. Decision anomalies in entrepreneurial

behavior.

- Forecast methods on innovation spread
- Methods to effectively manage the marketing of an innovation.
- Application of advanced economic and management research to entrepreneurship and innovation.

e) Negotiations

The basis for negotiation management and the importance of negotiating in international relationships will be conveyed. While doing so the concepts of negotiation management will be reinforced by simulations by students.

- Phases of negotiations
- Motivation and negotiations: Necessities and room to negotiate, BATNA
- Analysis of negotiation (Self, Other party, Situation)
- Negotiation style: negotiate competitively and cooperatively
- Negotiation strategy (Win-win, ...)
- Negotiation tactics (Power, rights)
- Insights on Win-lose
- Insights on Harvard Principle – Getting to yes
- How to overcome difficult negotiation situations – (Lies, Ploys, ...) – Getting past no
- Case studies

f) Retail Big Data Analysis Project

The data mining methods and quantitative methods are applied in this as a project planned course.

Introduction to Retail Analytics

Presentation of initial data (extensive anonymized data set of business enterprises from a CRM/Payback or ECR data - possibly also in combination with practice partners)

Different “research assignments” will be given to several project groups (increase in loyalty, site recommendation, customer behavior in case of price variation, segmentation and selection of suitable means of communication, structured gathering of necessities, shelf space optimization or similar)

The objective is that in each group a profound data analysis happens and data mining methods and quantitative methods are linked but that the results are examined and presented from a corporate strategic point of view (simulated board presentation).

The students are thereby required to apply on-the-fly the in the courses “Data Mining” and “Quantitative Management Methods” learned skills and to establish a connection to strategic/tactical corporate acting as well as evaluate the created added value.

g) Digital Marketing Project

- Introduction to the sub-disciplines of digital marketing and social software
- Weblogs, microblogs, wikis, RSS feeds, tagging, podcasts, videocasts
- Content Management Systems
- Data analytics, webtracking, eCommerce, content marketing
- Search Engine Optimization (SEO), Search Engine Advertising (SEA), Social Media Advertising (SMA)
- Social Software and Digital Marketing in Business
- Social Media Optimization
- Social Media Monitoring
- Competition research and competition analysis
- Digital reputation management
- Customer retention measures with Web 2.0

- Impact of using social software on corporate culture



6 Participation Requirement

7 7.1 Requirements for the award of credit points Passed module exam

7.2 Examination Form

(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

- a) Financial Evaluation, Risk Management & Governance – 100% exam
- b) Psychology in Consumer Behaviour – 100% exam
- c) B2B & Service Marketing – 100% individual assignment
- d) Innovation Marketing & Entrepreneurship – 100% project results
- e) Negotiations – 100% exam
- f) Retail Big Data Analysis Project – 100% Project results
- g) Digital Marketing Project – 100% Project results

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

1. Semester 5% (6 CP of 120 CP)
2. Semester 10 % (12CP of 240 CP)

*Die Prüfungsordnungen der Studiengänge finden Sie in den Amtlichen Bekanntmachungen der FH Münster unter dem folgenden Link
https://www.fh-muenster.de/hochschule/aktuelles/amtliche_bekanntmachungen/index.php?p=2.7.

8 8.1 Lecture Language

German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Bert Kiel

8.3 Lecturer

- a) Prof. Dr. Christian Tallau
- b) Prof. Dr. Carmen-Maria Albrecht
- c) Prof. Dr. Thomas Baaken
- d) Prof. Dr. Thorsten Kliewe
- e) Prof. Dr. Bert Kiel
- f) Sebastian Hanhues M.A. (McKinsey-Periscope Partner)
- g) Fatih Enzian (Lecturer @ FHM Bielefeld)

8.4 Maximum number of participants

8.5 Supplementary information (optional)

The lectures are taught in English, besides a) Financial Evaluation, Risk Management & Governance

Recommended reading:

- a)
 - VANINI, Risikomanagement: Grundlagen, Instrumente, Unternehmenspraxis, Stuttgart 2012, Aufsätze im Studienpaket
 - GLEIßNER, Grundlagen des Risikomanagements im Unternehmens, 2. Aufl., München 2011,
 - HULL, Risikomanagement: Banken, Versicherungen und andere Finanzinstitutionen, 3., aktualisierte Aufl., München et al. 2014
- b)

- Del I. Hawkins and David L. Mothersbaugh (2015): Consumer behavior: Building marketing strategy (13 Edition), McGraw-Hill
- Roger D. Blackwell, Paul W. Miniard, James F. Engel (2005): Consumer Behavior (10 edition), Cengage
- Arie Kruglanski, Tory Higgins, Paul Van Lange (2011): Handbook of Theories of Social Psychology, SAGE Publications
- Daniel Kahneman (2011): Thinking, Fast and Slow, FSG

e)

- “The mind and the heart of the negotiator”, Leigh L. Thompson
- “**Getting to yes**”, Roger Fisher and William Ury
- “**Getting past no**”, William Ury
- “Beyond reason”, Roger Fischer, Daniel Shapiro
- “How to Win Friends and Influence People” by Dale Carnegie

g)

- Erlhofer, S. (2018): Suchmaschinen-Optimierung: Über 1.000 Seiten Praxiswissen und Profitipps zu Google & Co. »Das SEO-Standardwerk«
- Löffler, M. (2014): Think Content!: Content-Strategie, Content-Marketing, Texten fürs Web (Galileo Computing)
- Bonset, S. (2017): In eigener Sache: Online-Marketing und Social Media für Kreative: Präsentieren Sie sich und Ihre Arbeiten im Web
- Jenny, S. (2017): Growth Hacking: Mehr Wachstum, mehr Kunden, mehr Erfolg. Der Praxisratgeber für Durchstarter im Online-Marketing!
- Jacobsen, J., Meyer, L. (2017): Praxisbuch Usability und UX: Was jeder wissen sollte, der Websites und Apps entwickelt - bewährte Usability- und UX-Methoden praxisnah erklärt
- Rabsch., S., Mandic M., Keßler E. (2018): Erfolgreiche Websites: Das Handbuch für erfolgreiches Online-Marketing. Ihre Grundausbildung in allen Digitalmarketing-Diziplinen
- Pelzer, G., Gerigk, D. (2018): Google AdWords: Das umfassende Handbuch. Google Ads-Kampagnen erfolgreich planen und durchführen
- Funke, S. (2018): Influencer-Marketing: Strategie, Briefing, Monitoring. Inkl. Best Practices aus echten Kampagnen sowie Tipps zu rechtlichen Fragen
- Wolf, J. (2019): HTML5 und CSS3: Das umfassende Handbuch zum Lernen und Nachschlagen. Inkl. JavaScript, Bootstrap, Responsive Webdesign
- Steireif, A., Bückle, M., Rieker, R. (2019): Handbuch Online-Shop: Strategien, Erfolgsrezepte und Lösungen für wirkungsvollen E-Commerce. Der Leitfaden für Ihren Durchbruch im Online-Handel
- Solmecke, C., Kocatepe, S. (2018): DSGVO für Website-Betreiber: Ihr Leitfaden für die sichere Umsetzung der EU-Datenschutz-Grundverordnung. Aktualisiert inkl. Facebook-EuGH-Urteil