

Module Description Marketing Spec. Key Competences

Identifier	Category	Details / Content
General Information		
1.1	Module name	Marketing Specialization & Key Competences
1.2	Contained courses	a) Financial Evaluation, Risk Management & Governance (3 ECTS) b) Psychology in Consumer Behaviour (3 ECTS) c) B2B- & Service Marketing (3 ECTS) d) Innovation Marketing & Entrepreneurship (6 ECTS) e) Negotiations (3 ECTS) f) Retail Big Data Project g) Digital Marketing project (3 ECTS) h) Intercultural value systems in food management i) Radical innovation- How to develop start-up ideas that disrupt an industry (6 ECTS)
1.3	Module code	MSB.2.0075.0.V.2 (Professional Expertise Financial Evaluation, Risk Management & Governance) MSB.0.0046.0.V (Psychology in Consumer Behaviour) MSB.2.0075.0.V.1 (B2B- & Service Marketing) MSB.0.0028.0.V (Innovation Marketing & Entrepreneurship) MSB.0.0043.0.V (Negotiations) MSB.0.0048.0.V (Retail Big Data Project) MSB.2.0075.0.V.3 (Digital Marketing Project) MSB.2.0046.0.V.6 (Intercultural value systems in food management) MSB.2.0194.0.V (Radical innovation- How to develop start-up ideas that disrupt an industry)
Timing		
2.1	Frequency of offer	Winter semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form	Seminarian lessons 1. Semester: choose 6 ECTS 2. Semester: choose 12 ECTS
4.2	Contact time	1. Semester: 4 semester weekly hours = 60 hours per semester 2. Semester: 8 semester weekly hours = 120 hours per semester
4.3	Self-study time	1. Semester: 120 hours per semester 2. Semester: 240 hours per semester
4.4	Total workload	1. Semester: 180 hours 2. Semester: 360 hours
4.5	Workload in credits	1. Semester: 6 ECTS 2. Semester: 12 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes General Method Competencies		
5.1	ILO MSKC 1	Graduates have the ability to apply the acquired subject-specific knowledge to practical problems.
	ILO MSKC 2	Graduates are able to reflect critically for which problem and under which conditions which models and systems can be used.
	ILO MSKC 3	Graduates can present their results target group oriented.

Contribution of module ILOs to study programme ILOs

(only most relevant contribution is highlighted)

→	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations.

Intended learning outcomes a) Professional Expertise Financial Evaluation, Risk Management & Governance (currently -WS2223- not offered)

5.1	ILO MSKC 4	Graduates 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.
	ILO MSKC 6	Graduates 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.
	ILO MSKC 7	Graduates 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.

→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
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Intended learning outcomes b) Psychology in Consumer Behavior

5.1	ILO MSKC 8	Graduates develop an understanding of important theories and concepts in consumer behavior and its relevance within business administration.
	ILO MSKC 9	Graduates can critically discuss and apply models and theories of consumer behavior.
	ILO MSKC 10	Graduates can reflect on consumer perception as well as on concepts of consumer learning, memory, motivation, and attitudes, which altogether form the consumer decision process.

→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
→	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.

Intended learning outcomes c) B2B- & Service Marketing

5.1	ILO MSKC 11	Graduates can reflect, discuss and analyse strategies in organisational purchase behavior of organisations e.g. companies (like corporates, SMEs, Start Ups et al.) and other institutions (like NGOs, public companies, health organisations, churches et al.).
	ILO MSKC 12	Graduates can critically reflect the applicability, adequacy and effectiveness of market research instruments in B2B and Service environment.
	ILO MSKC 13	Graduates can reflect, discuss and decide on the 4 Ps and the 4 As of Marketing elaborated in the context of B2B and Service Marketing.
	ILO MSKC 14	Graduates can develop a strategic marketing plan in B2B and Service environments and propose a structure as well as management guidelines for the sales organization.
	ILO MSKC 15	Graduates can discuss main developments in new media in B2B and Service markets and elaborate on strategic recommendations.
	ILO MSKC 16	Graduates can discuss the growing relevance of B2B and Service industries and their consequent influence on marketing practice.

→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
→	A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
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	ILO MSKC 17	Graduates can critically reflect the nature of B2B and Service marketing particularly required by developed, developing and emerging economies.
	ILO MSKC 18	Graduates can analyse how B2B and Service customer satisfaction depends upon the experience and perception of the customer.
	ILO MSKC 19	Graduates can critically reflect on science to business marketing, its status, instruments and research requirements.

Intended learning outcomes d) Innovation Marketing & Entrepreneurship

5.1	ILO MSKC 20	Graduates 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.
	ILO MSKC 21	Graduates can critically reflect on the market research instruments in environments of high uncertainty.
	ILO MSKC 22	Graduates can develop and effectively manage the marketing of an innovation.
	ILO MSKC 23	Graduates 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.
	ILO MSKC 24	Graduates can discuss the application of advanced economic and management research to entrepreneurship and innovation.

Intended learning outcomes e) Negotiations

5.1	ILO MSKC 25	Graduates can identify a negotiation situation.
	ILO MSKC 26	Graduates can discuss psychological factors in negotiations.
	ILO MSKC 27	Graduates can discuss phases of negotiation and preparation requirements.
	ILO MSKC 28	Graduates can clarify different negotiation strategies like dual-concern, win-lose, compromise, win-Win, Tit-for-tat.
	ILO MSKC 29	Graduates 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.
	ILO MSKC 30	Graduates can counter unfairness in negotiations and prevent or deal with abusive tactics.

→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers in international markets, selecting and using appropriate skills , making use of suitable analysis, communication and information systems, demonstrating cognitive skills of critical and ethical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers in international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical and ethical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) strategies and solutions supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.

→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
→	K3	Graduates can conduct research into business and management issues, either individually or as part of a team for projects / thesis / presentations. They can apply research methods appropriate to the research question, critically evaluate the quality of their work and scientific contribution and create a publication-ready Master's thesis.
→	A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.

→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
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→	S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .

ILO MSKC 31	Graduates can choose suitable, situation specific strategies and tactics for effective and efficient negotiations.
ILO MSKC 32	Graduates can analyze and discuss errors in negotiations.
ILO MSKC 33	Graduates can elaborate on cultural differences in negotiations.

Intended learning outcomes f) Retail Big Data Project (currently -WS2223- not offered)

5.1	ILO MSKC 34	Graduates have the ability to use the acquired subject-specific knowledge of quantitative methods and data mining for practical problems.
	ILO MSKC 35	Graduates 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.
	ILO MSKC 36	Graduates 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.

Intended learning outcomes g) Digital Marketing Project

5.1	ILO MSKC 37	Graduates are able to present their basic knowledge of the main disciplines of digital marketing and their field of application.
	ILO MSKC 38	Graduates are able to demonstrate the function of technical social software systems and can practically master them.
	ILO MSKC 39	Graduates are able to explain Social Media Optimization (SMO) rules and can practically master them in terms of strategic and tactical implementation.
	ILO MSKC 40	Graduates are able to develop principles and concepts of social software, the SMO.
	ILO MSKC 41	Graduates 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.
	ILO MSKC 42	Graduates are able to develop a digital marketing strategy for their own study program (in the pilot)
	ILO MSKC 43	Graduates are able to develop a digital marketing strategy based on pre-formulated business goals

➔	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
➔	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
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➔	A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
➔	S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .

➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	D1	Graduates will be able to identify the main effects of digitization on companies and markets, to manage information & communication systems in order to demonstrate data literacy, technological literacy and digital interaction competence for application in the professional fields of international marketing & sales
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➔	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
➔	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.

	ILO MSKC 44	Graduates are able to reflect critically on learned digital marketing skills as well as generated results.
Intended learning outcomes h) Intercultural value systems in food management (currently -WS2223- not offered)		
5.1	ILO MSKC 45	Graduates are able to reflect on multiple factors influencing intercultural values systems
	ILO MSKC 46	Graduates are able to apply intercultural value sensitive decision-making for a chosen food product and market
	ILO MSKC 47	Graduates are able to adapt and market a food product for an international environment
	ILO MSKC 48	Graduates are able to apply strategic management for market-entry scenarios
	ILO MSKC 49	Graduates are able to understand and reflect on the importance of cross-departmental product adaptation
	ILO MSKC 50	Graduates are able to apply interdisciplinary project management
	Intended learning outcomes i) Radical innovation- How to develop start-up ideas that disrupt an industry	
5.1	ILO MSKC 51	Graduates are able to discuss the process of idea generation and the testing and validation of venture ideas
	ILO MSKC 52	Graduates are able to apply their theoretical knowledge to validate venture ideas provided by a venture studio
	ILO MSKC 53	Graduates are able to pitch their results in front of a stage gate committee
Learning content a) Financial Evaluation, Risk Management & Governance		
5.2	Learning content 1	Important aspects for the creation of Business Cases
	Learning content 2	Key Performance Indicators in Business Cases and their interpretation
	Learning content 3	Objectives and task of risk management
	Learning content 4	Systematization of risk types and risk causes in internationally active enterprises
	Learning content 5	Elements and processes of risk management
	Learning content 6	External requirements on the risk management of internationally active enterprises
	Learning content 7	Processes and methods to identify and evaluate enterprise risk
	Learning content 8	Measures to manage enterprise risks
	Learning content 9	Organization of risk controlling and organizational aspects of risk management in internationally active enterprises
	Learning content 10	Corporate Governance in internationally active enterprises
	Learning content 11	Special requirements and risks while implementing international business activities
Learning content b) Psychology in Consumer Behaviour		

→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
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→	A2	Graduates can identify, structure, analyse and finally solve international real-world business problems in conditions of limited knowledge or uncertainty by creating and evaluating a range of options with the help of quantitative and qualitative methods, applying project management skills, managing themselves as well as team members, coordinating tasks, delivering target group oriented results and reflecting critically on project success.
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→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
→	S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-management as part of a team , present deliverables and critically reflect on the quality of team performance.
→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
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5.2	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.	
	Learning content 12	Part A: Principles of Behavioral Economics and Social Psychology
	Learning content 13	Part B: Consumer Behavior
	Learning content 14	Part C: Consumer Decision Process
Learning content c) B2B- & Service Marketing		
5.2	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:	
	Learning content 15	Purchase behavior of institutions and companies
	Learning content 16	Market research instruments in B2B
	Learning content 17	4 Ps in the context of B2B
	Learning content 18	B2B and strategic marketing planning
	Learning content 19	Internet Marketing B2B
	Learning content 20	Consumer Behavior Related to Services – Understanding the Service Experience
	Learning content 21	Pricing of Services & Yield Management
	Learning content 22	Distribution of Services
	Learning content 23	Communications for Services
	Learning content 24	Designing Service Environments
	Learning content 25	Designing Customer Service Processes
	Learning content 26	Understanding and Managing Service Quality
Learning content 27	Managing Customer Loyalty - Value Propositions for Loyalty Programs that Work and Churn Diagnostics	
Learning content 28	S2B marketing	
Learning content d) Innovation Marketing & Entrepreneurship		
5.2	Learning content 29	Psychological characteristics of entrepreneurs and their decisions
	Learning content 30	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.
	Learning content 31	Forecast methods on innovation spread
	Learning content 32	Methods to effectively manage the marketing of an innovation.
	Learning content 33	Application of advanced economic and management research to entrepreneurship and innovation.
Learning content e) Negotiations		
5.2	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 trained in simulations.	
	Learning content 34	Phases of negotiations
	Learning content 35	Motivation and negotiations: Necessities and room to negotiate, BATNA
	Learning content 36	Analysis of negotiation (Self, Other party, Situation)
	Learning content 37	Negotiation style: negotiate competitively and cooperatively
	Learning content 38	Negotiation strategy (Win-win, ...)
	Learning content 39	Negotiation tactics (Power, rights)
	Learning content 40	Insights on Win-lose
	Learning content 41	Insights on Harvard Principle – Getting to yes
	Learning content 42	How to overcome difficult negotiation situations – (Lies, Ploys, ...) – Getting past no
Learning content 43	Case studies	
Learning content f) Retail Big Data Analysis Project		
5.2	Learning content 44	The data mining methods and quantitative methods are applied in this as a project planned course.
	Learning content 45	Introduction to Retail Analytics
	Learning content 46	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)
	Learning content 47	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)
	Learning content 48	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).
Learning content 49	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.	
Learning content g) Digital Marketing Project		
Learning content 50	Introduction to the sub-disciplines of digital marketing and social software	

5.2	Learning content 51	Weblogs, microblogs, wikis, RSS feeds, tagging, podcasts, videocasts
	Learning content 52	Content Management Systems
	Learning content 53	Data analytics, webtracking, eCommerce, content marketing
	Learning content 54	Search Engine Optimization (SEO), Search Engine Advertising (SEA), Social Media Advertising (SMA)
	Learning content 55	Social Software and Digital Marketing in Business
	Learning content 56	Social Media Optimization
	Learning content 57	Social Media Monitoring
	Learning content 58	Competition research and competition analysis
	Learning content 59	Digital reputation management
	Learning content 60	Customer retention measures with Web 2.0
	Learning content 61	Impact of using social software on corporate culture
Learning content h) Intercultural value systems in food management		
5.2	The module will be taught interdisciplinary by lecturers from Münster School of Business and the Faculty of Oecotrophologie to students from the Master programmes International Marketing and Sales and Nachhaltige Dienstleistungs- und Ernährungswirtschaft. Due to the different physical locations of students, the majority of the course will be taught online.	
	Learning content 50	The module imparts theoretical and practical knowledge and strategies which are used to accomplish tasks when 1) identifying of values systems in an intercultural context and their expressions in food choices and cuisines, 2) recognizing food system challenges when establishing values of different cultures, 3) evaluating value-sensitive ways of transformation towards more sustainable food systems, 4) developing intercultural sensitive strategies for decision-making in food management and market-entry scenarios, 5) gaining experience in and facing issues of interdisciplinary management
	Learning content 51	On the basis of authentic material (e.g. expert interviews, data sets, public records, articles from journals and textbooks, etc.), study and job-relevant working techniques, such as text and data analyses, writing of project reports, teamwork dynamics, digital working environments, etc., are systematically trained and practised. Finally, strategies and exercises which can be expected from practice are simulated, ranging from listening strategies, discussions, and negotiations to researching, composing, editing, and presenting fact-based project outlines and reports.
Learning content g) Radical innovation- How to develop start-up ideas that disrupt an industry		
5.2	Learning content 50	How to generate ideas?
	Learning content 51	The testing and validation process: from quick-check to ideation and inception
	Learning content 52	Details on the quick check: Examining the viability: a) Market trends (Pestle) b) market size (TAM, SAM), c) Competitor Scan
	Learning content 53	Details on the ideation: Desirability, Viability and Feasibility
	Learning content 54	Details on inception: Desirability - From future customer journeys to first prototype
Requirements & examination		
6	Participation requirement	
7.1	Requirements for the award of credit points	Passed module (min. 50% of points)
7.2	Assessment method a) Financial Evaluation, Risk Management & Governance	100% Exam
7.2	Assessment method b) Psychology in Consumer Behaviour	100% Exam
7.2	Assessment method c) B2B & Service Marketing	100% Individual assignment
7.2	Assessment method d) Innovation Marketing & Entrepreneurship	100% Project results
7.2	Assessment method e) Negotiations	100% Negotiation (verbal exam)
7.2	Assessment method f) Retail Big Data Analysis Project	100% Project results
7.2	Assessment method g) Digital Marketing Project	100% Project results
7.3	Assessment method h) Intercultural value systems in food management	25% presentation of project idea; 75% project report
7.4	Assessment method i) Build your venture	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)
8.1	Lecture language	English
8.2	Module supervisor	Prof. Dr. Bert Kiel

8.3	Lecturers	<p>a) Prof. Dr. Christian Tallau</p> <p>b) Prof. Dr. Carmen-Maria Albrecht</p> <p>c) Prof. Dr. Thomas Baaken</p> <p>d) Prof. Dr. Thorsten Kliewe</p> <p>e) Prof. Dr. Bert Kiel</p> <p>f) Sebastian Hanhues M.A. (McKinsey-Periscope Partner)</p> <p>g) Stefan Ryman (Diploma, Founder and Ex-CEO of communication agency Elbkind)</p> <p>h) Cathrin Ruppe M.A., Lisa Borghoff M. Sc., OEF</p> <p>i) Sebastian Hanhues M.A. (Ex-McKinsey-Periscope Partner, 1648 Factory), Larissa Piening (1648 Factory)</p>
8.4	Maximum number of participants	<p>b) 25 students</p> <p>g) 15 students</p> <p>h) 16 (students from MIMS and Master Nachhaltige Dienstleistungs- und Ernährungswissenschaft)</p>
8.5	Supplementary information	
Recommended reading b) Psychology in Consumer Behaviour		
David Mothersbaugh, Delbert Hawkins, Susan Bardi Kleiser (2020): Consumer Behavior: Building Marketing Strategy, 14th ed., McGraw-Hill.		
Roger D. Blackwell, Paul W. Miniard, James F. Engel (2005): Consumer Behavior (10 edition), Cengage		
Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (2018): Consumer Behavior, 7th ed., 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		
Selected journal readings:		
Deborah J. MacInnis, Valerie S. Folkes. "The Disciplinary Status of Consumer Behavior: A sSociology of Science Perspective on Key Controversies." Journal of Consumer Research 36.6 (2010): 899-914.		
Michel Tuan Pham, "The Seven Sins of Consumer Psychology." Journal of Consumer Psychology 23.4 (2013): 411-423.		
Recommended reading e) Negotiations		
"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		
Recommended reading g) Digital Marketing Project		
Hall, S. (2020): B2B Digital Marketing Strategy		
Erhofer, 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		
Rabsch, S., Mandic M., Keßler E. (2018): Erfolgreiche Websites: Das Handbuch für erfolgreiches Online-Marketing. Ihre Grundausbildung in allen Digitalmarketing.		
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		
Solmecke, C., Kocatepe, S. (2018): DSGVO für Website-Betreiber: Ihr Leitfaden für die sichere Umsetzung der EU-Datenschutz-Grundverordnung. Aktualisiert inkl.		
Recommended reading h) Intercultural value systems in food management		
Bennett, J. M., & Bennett, M. J. (2004). Developing intercultural competence: A reader. Portland, OR: Intercultural Communication Institute.		
Bennett, J. M., & Bennett, M. J. (2004). Developing intercultural sensitivity: An integrative approach to global and domestic diversity. In D. Landis, J. M. Bennett, & M. J.		
Clark, J. P., & Ritson, C. (2013). Practical ethics for food professionals: ethics in research, education and the workplace. IFT Press, Wiley-Blackwell.		