

Major Marketing 1

Course Description 1	Market Research
Code / Course Number	IM-050801S1.SN/08
School	School of Business
Name(s) of Degree Course(s)	International Management
Degree	Bachelor of Science
Name of Module / Major / Minor (Total ECTS credits)	Major Marketing 1 (Total 6 ECTS-Credits)
Module Level	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input checked="" type="checkbox"/> Specialised
Module Type	<input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> M
ECTS Credits	1 ECTS-Credit
Total study time in hours (contact lessons, guided and individual self-study)	Contact lessons: 9 h (12 L) Individual self-study: 21 h Total: 30 h
Responsible Lecturer	Roland Hänni
Telephone / Email	Roland.haenni@fhnw.ch
Objectives	The students <ul style="list-style-type: none"> • illustrate the concept of a marketing information system and evaluate the importance of its components • know the popular methods of market research and solve practical problems in market research systematically from start to finish • develop a questionnaire and interview guide independently and appropriately • are aware of the different sampling techniques and can apply them correctly
Content	<ul style="list-style-type: none"> • Marketing information system: components and importance • Market research process: steps and decisions • Market research methods: data collection (e.g. interviews, panels, test, observations and specialities) • General requirements on measuring techniques, data analysis and interpretation • Sampling methods
Methods	<ul style="list-style-type: none"> • Lecture / discussions • (Small) group work or individual tasks • Exercises
Language	English
Assessment(s)	<ul style="list-style-type: none"> • Form: Written exam • Length: 30 minutes
References	Philip Kotler, Kevin Keller: Marketing Management, Pearson Studium 12. Auflage ISBN 0-13-145757-8, Part 2



	TBD Additional materials from the lecturer
General Requirements or Previous Module(s) / Course(s)	Marketing 1 and Marketing 2

Major Marketing 1

Course Description 2	Strategic Marketing & Management	
Code / Course Number	IM-050801S2.SN/08	
School	School of Business	
Name(s) of Degree Course(s)	International Management (Business Administration)	
Degree	Bachelor of Science in Business Administration (International Management)	
Name of Module / Major / Minor (Total ECTS credits)	Major Marketing 1 (Total 6 ECTS-Credits)	
Module Level	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input checked="" type="checkbox"/> Specialised	
Module Typ	<input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> M	
ECTS Credits	2 ECTS-Credits	
Total study time in hours (contact lessons, guided and individual self-study)	Contact lessons and guided self-study	15 h
	Individual self-study:	45 h
	Total:	60 h
Responsible Lecturer	Mike Domenghino	
Email	mike.domenghino@fhnw.ch	
Objectives	Students <ul style="list-style-type: none"> - are aware of and can apply state-of-the-art concepts and best practices of modern strategic marketing and management - can define strategic marketing and explain the integration and interface of strategic marketing and management - can describe and perform competitor analyses and apply tools to analyze and achieve competitive advantages - write a strategic marketing plan 	
Contents	<ul style="list-style-type: none"> - Marketing orientation - Definition of strategic marketing and management - Competitor and industry analyses - Generic and hybrid strategies to achieve competitive advantages - Key elements of a strategic marketing plan and how to write such a plan - Guest lectures: to be decided, e.g. Coop, Emmi 	
Methods	<ul style="list-style-type: none"> - Lectures, class discussions - Group and individual assignments - A practical marketing project - Case studies - Guided and individual self study 	
Language	English	
Assessment(s)	A written exam (45'), for which successful completion of a marketing project is a necessary precondition	
References	The relevant parts of Kotler, articles by M. Porter and P. Ghemawat, excerpts of P. Ghemawat's recent (2007) book 'Redefining Global Strategy', Harvard case studies	
General Requirements or Previous Module(s) / Course(s)	Marketing 2	
Subsequent Module(s) / Course(s)		



University of Applied Sciences
Northwestern Switzerland

Remarks	
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Major Marketing 1

Course Description 3	International Marketing
Course Number	IM-050101S3.SN/09
Faculty	School of Business
Level of faculty	Business Administration: Bachelor
Name Modul/Minor/Major	Major Marketin1 (Total 6 ECTS-Credits)
Level of module	<input type="checkbox"/> B <input type="checkbox"/> I <input type="checkbox"/> A <input type="checkbox"/> S
Type of module	<input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> M
ECTS-Credits	3 ECTS-Credits
Expenditure of time	Contact lessons 45 h Self-study <u>45 h</u> Total 90 h
Responsible Lecturer	Daniel Schatzmann
Contact	dany.schatzmann@bluewin.ch
Objectives	<ul style="list-style-type: none"> • The definition and the different strategies of international Marketing • To understand the environment of international Marketing • To analyze marketing strategies of multinational, small and medium companies • Analysing the value chain in a global strategy • Understanding the management and marketing decisions: question of internalisation, market decision • The use of the marketing tools, • Designing, implementing and management of global marketing programs • Consideration of e-marketing in a global strategy
Contents	<ul style="list-style-type: none"> • Global marketing in the firm: Preparation of the decision to internationalize and market choice • Development of the international competitiveness • Marketing research • Understanding the political, economic and socio-cultural environment • Analysing and evaluating market entry strategies • Designing, implementing and coordinating global marketing programs (product, price, supplier, distribution, communication) • The organization and control of an international marketing strategy • Consideration of e-marketing in a global strategy • Study of actual cases of multinational- and Swiss companies
Methods	<ul style="list-style-type: none"> • Lecture • group/team work • short presentations by students • student self study

	<ul style="list-style-type: none"> • video and web-based self learning • presentation by guest speaker
Language	English
Assessments	<ul style="list-style-type: none"> • Attendance expected: Absence only for viable reason • A group term paper and presentation based on the theory and a case study • Final exam
Compulsory literature (to be organised by students, or if required by lecturer in advance)	<p>Global Marketing: A Decision-Oriented Approach 4th ed.</p> <ul style="list-style-type: none"> • Author: Svend Hollensen • Series: Financial Times • Publisher: <u>FT Prentice Hall</u> • Cover: Softcover • Edition: 4 • Language: English • Pub.-date: April 2007 • ISBN13: 9780273706786 • ISBN10: 0-27370-678-0
General Requirements	<ul style="list-style-type: none"> • Marketing knowledge (1, 2) • English knowledge • Laptop • Internet access
Remarks	The module will combine the theory with practical case studies. Students are also required to bring in their job experience, willingness of self-study and motivation for group learning.