

# Introduction to Marketing (Bachelor)

Winter Term 2023/2024

--- updated 6 October 2023 ---

Lecture			
Prof. Dr. Katja Brunk	Wednesday (13.12., 20.12., 10.1., 17.1., 24.1., 31.1., 7.2.)	9:00-13:00	GD Hs6
Tutorials (no registration necessary)			
Joseph Riley	Wednesday (13.12., 20.12., 10.1., 17.1., 24.1., 31.1., 7.2.)	14:00-16:00	GD 203
Joseph Riley	Thursday (14.12., 21.12., 11.1., 18.1., 25.1., 1.2., 8.2.)	11:00-13:00	GD 309
Dominika Niewiadomska	Friday (15.12., 22.12., 12.1., 21.1., 26.1., 2.2., 9.2.)	11:00-13:00	Online (Zoom)
Exam			
1 <sup>st</sup> Exam	Thursday, 15.02.2024 (preliminary)	11:00-13:00	In presence
2 <sup>nd</sup> (Retake) Exam	Wednesday, 27.03.2024 (preliminary)	11:00-13:00	In presence

## Tutorials

You can flexibly participate in any of the three weekly tutorials offered without registering in advance. The Zoom link for the Friday online tutorial will be posted in Moodle.

## Course Objective

This course aims to provide a thorough introduction to the topic of marketing for students at the Bachelor's level.

Participants will acquire a broad overview of marketing as a business function and understand the most prominent concepts, theories, procedures, and strategies in marketing.

## Course Format

Learning objectives shall be achieved through a mixture of lectures and tutorials. Lectures will be recorded whereas tutorials will not be recorded. If students feel the need to further consolidate the knowledge gained during the lectures and tutorials, they may refer to the relevant chapters of the textbook as outlined below.

## Examination

In order to receive 6 ECTS course credits, you have to pass the exam, which covers material from both, lectures and tutorials. The exam takes place in presence at the campus, and the format will be closed-book, i.e., no course materials are allowed. No alternative examination procedures and/or examinations dates will be offered. You **must register for your exam** within the required registration period. If you fail to register in time, participation in the exam is not possible. No exceptions will be granted, so please register in time. For more information on exam registration, please see <https://www.wiwi.europa-uni.de/en/studium/pruefungen/pruefungsanmeldung/index.html>

## Communications

Please note that due to the size of this course we will be **unable to answer individual emails** by students. You have the opportunity to **pose your questions during the lecture and tutorials**. Alternatively, you can post your question **in Moodle in the Q&A Forum**, where we can reply to your posts and all course members can benefit from the information provided.

## Slides and Recordings

All slides and lecture recordings will be uploaded on Moodle (<https://moodle.europa-uni.de>). Tutorials will not be recorded. Please note that **recorded lectures will be removed on the 11<sup>th</sup> of February**, which is when the teaching period concludes. It is forbidden to download, forward, copy, or distribute any course materials including videos. Any violation of these proprietary rights will be prosecuted.

## Textbook/s

The lecture will be primarily oriented along with the following marketing textbook, which is available in the library:

- **Solomon, Marshall, Stuart, Barnes, Mitchell, and Tabrizi (2019), *Marketing: Real People, Real Decisions*, Pearson, 3<sup>rd</sup> European Edition**, published July 2019.  
Please note that we will use the **European**, not the US edition.

Other optional textbooks that can be recommended to complement the perspectives provided by Solomon et al. and from which some lecture material was sourced:

- Baker and Saren, *Marketing Theory*, 3<sup>rd</sup> edition, Sage, published in May 2016.
- Baker and Hart, *The Marketing Book*, 7<sup>th</sup> edition, Routledge, published in April 2016.

## Overview of schedule and outline of lectures

Marketing Strategy, Analysis, and Planning			Marketing Operations			
Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
11.12.-15.12.2023	18.12.-5.1.2024	8.1.-12.1.2024	15.1.-19.1.2024	22.1.-26.1.2024	29.1.-2.2.2024	5.2.-9.2.2024
What is Marketing?	Consumer Behavior	3a) Strategy and Environment 3b) Marketing Information and Research	Segmentation Targeting Positioning	5a) Product 5b) Pricing	6a) Distribution 6b) Communication	7a) Services Marketing 7b) Questions
Solomon et al. Chapter 1	Solomon et al. Chapter 4	Solomon et al. 3a) Chapters 1, 2 3b) Chapter 3	Solomon et al. Chapter 6	Solomon et al. 5a) Chapters 7, 8 5b) Chapter 10	Solomon et al. 6a) Chapter 12 6b) Chapter 11	Solomon et al. Chapter 9

## Course contacts

Urgent/confidential matters that cannot be shared in Q&A forum <b>Joseph Riley</b> <a href="mailto:Riley@europa-uni.de">Riley@europa-uni.de</a>	Tutorial <b>Dominika Niewiadomska</b> <a href="mailto:Niewiadomska@europa-uni.de">Niewiadomska@europa-uni.de</a>	Lecture <b>Prof. Dr. Katja H. Brunk</b> <a href="mailto:Brunk@europa-uni.de">Brunk@europa-uni.de</a>
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