

Strategic Marketing

Topics in Marketing – Bachelor (6110)

Winter Term 2023/2024

--- updated 23 June 2023 ---

Application			
	Application submission deadline: Monday, 16th of October 1 pm	1 pm via Moodle	https://moodle.europa-uni.de LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)
Opening Session: Strategic Marketing Refresher and Introduction to Seminar Project			
Prof. Dr. Katja Brunk	Wednesday, 18th of October *	9 am – 1 pm	Room TBC
Individual Consultations			
Prof. Dr. Katja Brunk M.Sc. Sofiia Kanevska	Wednesday, November 1st ** Request appointment by Monday, October 30th, 10 am	10 am - 3 pm	in presence or online
Prof. Dr. Katja Brunk M.Sc. Sofiia Kanevska	Wednesday, November 8th ** Request appointment by Monday, November 6th, 10 am	10 am - 6 pm	in presence or online
Prof. Dr. Katja Brunk M.Sc. Sofiia Kanevska	Wednesday, November 15th ** Request appointment by Monday, November 13th, 10 am	10 am - 3 pm	in presence or online
Project Paper Submission			
	Deadline: Wednesday, November 22nd	1 pm	via Moodle
Project Presentation Submission			
	Deadline: Monday, November 27th	1 pm	via Moodle
Examination: Final Presentations			
Presentations and discussions	Tuesday, November 28th *	9 am - 5 pm	Room TBC
	Wednesday, November 29th *	9 am - 3 pm	

* Attendance is compulsory

**One-to-one consultations by appointment: every student is entitled (but not obliged) to book individual consultations

Relevance

Strategic planning is a vital business process that links overall business objectives with how a product/brand is marketed. One essential cornerstone of setting realistic objectives and developing a business and marketing plan that is optimally tailored and helps a business to thrive is a thorough evaluation of a company/brand's internal and external environments. The outcome of such an analysis is often synthesised in a SWOT analysis, which identifies a company/brand's strengths and weaknesses as well as identifies potential opportunities and threats. Conducting a SWOT analysis is therefore important groundwork for developing and executing effective marketing.

In this Bachelor seminar, participants will receive input into how to: 1) conduct a SWOT analysis; 2) how to evaluate the outcome of the analysis; 3) make suggestions for marketing optimisation; and 4) how to present and defend their analysis and marketing suggestions. The company/brand to be analysed will be allocated during the seminar opening session. Students will be given feedback throughout the analysis and writing process in the form of individual appointments. The finalized analysis will be presented and discussed during the final presentation meetings of the seminar. This will include a 15 min Q&A session for each presenting participant.

Objectives

The Bachelor level seminar builds on basic theoretical knowledge acquired in the Introduction to Marketing and Strategic Marketing classes and applies this knowledge to a practical

business case. Participants will have the opportunity to apply concepts, procedures, and theories in strategic marketing. By doing so they will develop analytical skills, learn to evaluate potential trade-offs in strategic decision making and apply strategic decisions to the operational (i.e. Marketing Mix) level.

Participants will:

- 1) learn how to conduct a SWOT analysis and apply this knowledge to a concrete company/brand assigned during the seminar
- 2) develop an understanding of and acquire skills for time management in a research project
- 3) present and discuss the project
- 4) evaluate and defend suggested business decisions

Course Format

This course uses an interactive learning approach. Learning objectives shall be achieved through a mixture of lecture materials, presentations, an interactive forum for Q&As, individual consultations with the lecturers, and peer discussions during meetings.

Mode of Communication

Communication for course-related matters will take place exclusively on Moodle. We will not answer individual email requests. Instead, we will open a communication thread for general questions in Moodle, where we can reply directly to your posts and all course members can benefit from the information given in our answers.

Prerequisites

- You can apply for this seminar if you have **successfully completed a Marketing Introduction** class. Completion of a Strategic Marketing class is not compulsory but beneficial.
- The course will be taught and evaluated **in English**, i.e. all lecture materials, consultations, and seminar papers and final presentations will be in English.
- If the number of applicants exceeds the limited number of spaces available, students will be selected based on their grades in previous marketing classes.
- **Attending all meetings in full length is compulsory.** No exceptions will be made and **absence will lead to failing the course.**

Examination and Expectations of the Project Paper

To receive 6 ECTS course credits, you must attend the compulsory meetings, write a project paper (in English), submit it on time (deadline: Wednesday, November 22nd, 1 pm via Moodle), and present and defend it successfully during the seminar meetings. The final grade consists of an evaluation of your written (50%) as well as oral performance (50%) No alternative examination procedures will be offered. No exceptions will be made and late submissions will be evaluated with a grade of 5.0. The final project paper must not exceed 10 pages including references/bibliography. The use of artificial intelligence (e.g., Chat-GPT) to write the project paper is not allowed.

Slides and all other materials

All materials relevant for the lecture will be uploaded on Moodle (<https://moodle.europa-uni.de>).

Application Procedure

Via Moodle: <https://moodle.europa-uni.de> LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)

In order to apply, please fill in the application form, adding a record of your grades ("Notenausdruck" for Bachelor). We accept records in German or English. If you have a different grading system at your home university, please make sure to **convert** your grades to the German grading system.

Please note: Once accepted to participate in the seminar, we will inform you via email and provide you with further information on the process.

Contacts

M.Sc. Sofiia Kanevska, Kanevska@europa-uni.de, Consultations by appointment (HG, Room 049/050)

Prof. Dr. Katja H. Brunk, Brunk@europa-uni.de, Consultations by appointment (HG, Room 033)