

Introduction to Marketing (Bachelor; 1580)

Summer Term 2026

--- updated 10 February 2026 ---

Lecture			
Prof. Dr. Katja Brunk	Thursday (16.4., 23.4., 30.4., 7.5., 21.5., 28.5.)	14:00 (sharp!) - 17:00	In presence, room GD Hs7
Tutorials (no registration necessary)			
Joseph Riley	Thursday (16.4., 23.4., 30.4., 7.5., 21.5., 28.5.)	18:00-20:00	In presence, room GD 204
Joseph Riley	Friday (17.4., 24.4., Wed 6.5.* , 8.5., 22.5., 29.5.)	11:00-13:00	In presence, room GD 204
Exam			
1 st Exam	1st block: 01.06.2026 - 05.06.2026	tba	In presence, room tba
2 nd (Retake) Exam	Retake: 14.09.2026 - 25.09.2026	tba	In presence, room tba

**Due to a bank holiday on Friday 1st of May, this tutorial will take place on Wednesday, 6th of May instead in room GD Hs 7.*

Lecture and Tutorials

Attendance of the lecture and tutorial is **not compulsory**. You can flexibly participate in any of the two weekly tutorials offered without registering in advance.

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

The **course is designed for in-presence attendance**, not for online learning. Learning objectives shall be achieved through a mixture of lectures, tutorials and self-study. Lectures are scheduled to be recorded whereas tutorials will not be recorded. Based on experience, we cannot guarantee that the lecture recordings always work reliably, therefore we advise to attend the lectures. If students feel the need to further consolidate or extend their knowledge gained during the lectures and tutorials, they may refer to the relevant chapters of the textbook as outlined below.

Examination

To receive 6 ECTS course credits, you must pass the exam, which covers material from both lectures and tutorials. Please keep in mind that according to study regulations (see §5 ASPO), passing a course with 6 ECTS is estimated to require approximately 180 hours of work. We therefore strongly advise to keep pace with the weekly lecture topics and revise materials each week instead of leaving it until the last minute. To help students prepare, we offer the opportunity to practice typical exam questions each week during the tutorials. The exam takes place at the campus and will be closed-book, i.e., no course materials and no other aids (e.g., dictionaries) are allowed. The question format will be True/False statements of which you need to answer 62 out of 90 statements correctly (grade 4.0) to pass the course. No alternative examination procedures and/or dates will be offered. You **must register for your exam** within the required registration period. If you fail to do so, you are unable to participate in the exam. For more information on exam registration including deadlines, please see <https://www.wiwi.europa-uni.de/en/studium/pruefungsangelegenheiten/index.html#02-pruefungen-149068686>

Communication

The official language of communication and instruction is English. Due to the size of the course, we will be **unable to answer individual emails** by students. You have the opportunity to **pose your questions directly to the instructor during the lectures and tutorials**. Alternatively, you can post your question **on Moodle in the Q&A Forum**, where we will 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. Tutorials will not be recorded. Please note that **lecture recordings will be removed on 31st of May**, which is when the teaching period concludes, whereas lecture and tutorial **slides will remain uploaded**. 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, 3rd 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*, 3rd edition, Sage, published in May 2016.
- Baker and Hart, *The Marketing Book*, 7th 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
7.4.-11.4.2025	14.4.-18.4.2025	21.4.-25.4.2025	28.4.-2.5.2025	5.5.-9.5.2025	12.5.-16.5.2025
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
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

Course contacts

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