

Introduction to Marketing (Bachelor; 1580)

Winter Term 2026/27

--- last updated 08. Sept.2026 ---

Lecture			
Prof. Dr. Katja Bunk	Monday (7.12., 14.12., 4.1., 11.1., 18.1., 25.1., 1.2.)	11:00 (sharp!)-14:00	In presence, room GD Hs 6
Tutorials (no registration necessary)			
Joseph Riley	Monday (7.12., 14.12., 4.1., 11.1., 18.1., 25.1., 1.2.)	16:00-18:00	In presence, room GD 309
Joseph Riley	Thursday (10.12., 17.12., 7.1., 14.1., 21.1., 28.1., 4.2.)	14:00-16:00	In presence, room GD 309
Joseph Riley	Thursday (10.12., 17.12., 7.1., 14.1., 21.1., 28.1., 4.2.)	18:00-20:00	Online (Zoom)
Consultation for students in their 3 rd attempt			
Prof. Dr. Katja Brunk	Monday 14.12.	14:00-15:00	Room HG 033/034
Exam			
1 st Exam	08.02.2027 - 12.02.2027	Link	In presence
Exam review*	tba	tba via Moodle	Room HG 048
2 nd (Retake) Exam	15.03.2027 - 25.03.2027	Link	In presence
Exam review*	tba	tba via Moodle	Room HG 048

* Registration for the exam review is necessary! Instructions on how to register will be announced in the weeks following the exam. Please request a time slot via the Moodle tool which will be set up.

Lecture and Tutorials

Attendance of the lecture and tutorial is **not compulsory**. You can participate freely in any of the three 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 recommend attending 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 keeping 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 the 7th of February 2027**, 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 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 edition, not the US edition.

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
7.12.-11.12.2026	14.12.-18.12.2026	4.1.-8.1. 2027	11.1.-15.1.2027	18.1.-22.1.2027	25.1.-29.1.2027	1.2.-5.2.2027
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

Tutorial Joseph Riley Riley@europa-uni.de	Lecture Prof. Dr. Katja H. Brunk Brunk@europa-uni.de
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