

MODULE HANDBOOK

SPECIALISATION

**MARKETING COMMUNICATION AND
ADVERTISING**

Last edited: January 2018

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List of Abbreviations

CR	Credits according to ECTS – Systems
PLH	Examination based on essay
PLK	Examination based on written exam
PLL	Examination based on laboratory work
PLM	Examination based on oral exam
PLP	Examination based on project work
PLR	Examination based on presentation
PLT	Examination based on written thesis
PVL	Prerequisite examination
PVL-BVP	Prerequisite examination for bachelor interim overall exam
PVL-BP	Prerequisite examination for registration for bachelor thesis
PVL-MP	Prerequisite examination for master thesis
PVL-PLT	Prerequisite examination for thesis
SWS	Contact hours per week
UPL	Non-graded examination (pass/fail only)

Alignment Matrix for learning outcomes according to official state requirements

Modules	Enlargement of knowledge	Consolidation of knowledge	Instrumental Competence	Systemic Competence	Communicative Competencies
MCO2050	X	X			
MAR2040	X	X	X		
MCO2040	X	X	X		X
MCO2080	X	X	X		X
MCO2400		X	X	X	X
MMM2050		X	X	X	X
MCO3210	X	X	X		
MCO3410		X	X	X	X
MCO4110	X	X	X		X

Course Specific Modules – 1st Semester

MCO2050 – Fundamentals of Marketing

Fundamentals of Marketing	
Module ID	MCO2050
Semester	2
Level	Basic
Credits	5
SWS/ contact hours per week	4
Frequency	Each semester
Associated Courses	Marketing MCO2051 - Fundamentals of marketing
Prerequisites	None
Assessment Methods	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
Planned group size	Max. 90
Language	German, at least once a year optional in English (in Summer semester)
Module Duration	1 Semester
Modul Coordinator	Linxweiler, Richard
Lecturer(s)	Linxweiler, Richard; Walter, Nadine
Discipline	Marketing Communication and Advertising
Pedagogical Approach	Lecture with exercises
Applicability in other programs	Also offered for the bachelor courses "Business Management / Media Management and Advertising Psychology", "Business Management / Market Research and Consumer Psychology" and "Business Management / International Marketing"
Objectives	<p>After successful completion of this module students ...</p> <ul style="list-style-type: none"> • understand basic marketing terms and concepts. • understand marketing as management, which is oriented towards the requirements of the market. • know tasks, objectives and performance indicators of marketing. • are familiar with basic marketing strategies and the elements of the marketing mix, learn about the central fields of activity within marketing management and learn the fundamentals of brand management. • are familiar with the decision areas and design parameters of the marketing instruments. <p>The module thus serves primarily for the enlargement and consolidation of knowledge.</p>

Content	<p><u>Marketing planning / strategies and brand management</u></p> <ul style="list-style-type: none"> • Notional and conceptual foundations • Management process in marketing • Situation analysis within marketing • Content and instruments of strategic marketing planning • Strategic options (alternative marketing strategies) • Terms and functions of brands • Branding process • Positioning of brands • Principles of brand management <p><u>Basic instruments of marketing</u></p> <ul style="list-style-type: none"> • Planning the marketing mix • Product and price policy • Distribution policy
Relation to other modules	This module provides the basis for advanced courses of the study program
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exam are expected.
Literature	<ul style="list-style-type: none"> • Meffert, H., Burmann, Ch., Kirchgeorg, M., Marketing: Grundlagen marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele. Wiesbaden. • Kotler, P., Armstrong, G., Saunders, J., Wong, V., Grundlagen des Marketing, München.. • Bruhn, M.: Marketing. Grundlagen für Studium und Praxis, Wiesbaden. • Homburg, Ch., Krohmer, H., Grundlagen des Marketingmanagement, Wiesbaden. <p>Literature in current edition.</p>
Additional Remarks	Within the framework of the International Study Program (ISP), this module can be attended in English. The obtained credits count into the 18-credit-requirement.
Keywords	Marketing, Brand, Marketing strategy, Marketing management, Marketing mix
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MAR2040 – Basics of Market and Communication Research

Basics of Market and Communication Research	
Module ID	MAR2040
Semester	3
Level	Basic
Credits	5
SWS/ Contact hours per week	4
Frequency	Each semester
Associated Courses	MAR2041 Market and Consumer Psychology (2SWS/2,5 Credits) MAR2042 Fundamentals of Market Research (2SWS/2,5 Credits)
Prerequisites	At least 38 Credits from first stage of studies
Assessment Methods	PLK - 90 minutes (45 minutes per LV)
Requirements for the granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
Planned group size	Max. 90
Language	German, each semester (in Winter semester optional in English)
Module Duration	1 Semester
Module Coordinator	Naderer, Gabrielle
Lecturer(s)	Naderer, Gabrielle
Discipline	Market and Communication Research
Pedagogical Approach	Lecture with exercises
Applicability in other programs	Also offered for the bachelor courses "Business Management / Market Research and Consumer Psychology" and "Business Management / International Marketing"
Objectives	<p><u>Market and advertising psychology</u></p> <ul style="list-style-type: none"> • The students know the psychological constructs and mechanisms that influence the consumer behavior. • They know models of advertising effectiveness as well as purchase decision models and can analyze and assess advertising on this basis. • They are able to provide psychologically sound recommendations for the specific design of advertising measures and advertising stimuli in different media and to underpin their approach scientifically. <p><u>Fundamentals of market research</u></p> <ul style="list-style-type: none"> • The students gain practical insights into the methodical approach and the instruments of market research • They learn about the benefits of market research.

	The module is thus primarily used to expand and deepen knowledge. It also contributes to the acquisition of methodological competence.
Content	<p><u>Basics of market research</u></p> <ul style="list-style-type: none"> • Planning, organization and implementation of market research projects • Basic survey methods (survey, observation, experiment) and their application • Evaluation, interpretation and presentation of market research data • Implementation of market research in companies, linking to questions in marketing, sales and communication. <p><u>Market and consumption psychology</u></p> <p>The lecture deals with the aspects of general psychology and social psychology relevant to market and consumer psychology.</p> <p>After a basic introduction, the course deals mainly with psychological constructs such as information acquisition, information processing/perception, information storage/learning, activation, involvement, emotion, motivation, attitudes, buying behavior types, social influences.</p>
Relation to other modules	This module provides the basis for advanced courses of the study program Marketing Communication and Advertising
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exam are expected.
Literature	<p><u>Fundamentals of Market Research</u></p> <ul style="list-style-type: none"> • Baumann, Axel/ Wagner, Gabriele: Einstieg in die Marktforschung. Sternenfels. • Berekoven, Ludwig/ Eckert, Werner/ Ellenrieder, Peter: Marktforschung. Methodische Grundlagen und praktische Anwendung. Wiesbaden • Gräf, Lorenz: Online-Befragung: Eine praktische Einführung für Anfänger. Münster. <p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> • Foscht, Thomas/Swoboda, Bernhard: Käuferverhalten – Grundlagen – Perspektiven – Anwendungen, Wiesbaden. • Trommsdorff, Volker /Teichert, Thorsten: Konsumentenverhalten. Stuttgart. • Kardes, Frank/ Cline,Thomas/ Cronley, Maria: Consumer Behavior. Science and practice. South Western. <p>Literature in current edition.</p>
Additional remarks	Within the framework of the International Study Program (ISP), this module can be attended in English. The obtained credits count into the 18-credit-requirement.
Keywords	Empirical Social Research, Marketing Research, Panel Research, Online Research, Consumer Behavior, Consumer Psychology, Information Processing/Perception, Activation, Involvement, Emotion, Motivation, Attitudes, Types of Purchasing
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MCO2040 – Fundamentals of Marketing Communication

Fundamentals of Marketing Communication	
Module ID	MCO2040
Semester	3
Level	Advanced
Credits	5
SWS/ Contact hours per week	4
Frequency	Each semester
Associated Courses	MCO2041 Fundamentals of Marketing Communication (2 SWS) and Case Studies on Marketing and Communication (2 SWS)
Prerequisites	At least 38 Credits from first stage of study
Assessment Methods	PLK – 90 minutes (Fundamentals), PLR - (Case Studies)
Requirements for granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
Planned group size	Max. 90
Language	German, at least once a year optional in English (Winter semester)
Module Duration	1 Semester
Module Coordinator	Linxweiler, Richard; Tropp, Jörg
Lecturer(s)	Tropp, Jörg; Linxweiler, Richard
Discipline	Marketing Communication and Advertising
Applicability in other programs	Fundamentals of Marketing Communication are also offered for the study program "Business Management / International Marketing".
Pedagogical Approach	Lecture with exercises
Objectives	<p><u>Basics of Marketing Communication</u></p> <ul style="list-style-type: none"> • Students are familiar with the basic terms, central concepts and tools of integrated marketing communication. • They are aware of the importance, the general conditions and basic content of marketing communication. • They know the goals, functions and the various forms of advertising as well as the different marketing communication tools. • They develop an understanding of integrated communication and learn to use the communication tools in a targeted manner. <p><u>Case studies on marketing and communication</u></p> <p>The Case studies will deepen and apply knowledge about marketing, brand management and communication:</p> <p>Students learn to apply the instruments, tools and methods in mar-</p>

	<p>keting, brand management and communication to specific problems.</p> <p>This module is used to expand and deepen knowledge as well as to acquire instrumental and communicative competencies.</p>
Content	<p><u>Fundamentals of Marketing Communication</u></p> <p>Compact overview of integrated marketing communication, which not only clarifies the basic terms, instruments and concepts on a macro level but also the advertising economy system. The main topics are:</p> <ul style="list-style-type: none"> • Classification of integrated marketing communication into the marketing mix • Term/concept of communication • Task areas and instruments of integrated marketing communication (advertising, sales promotion, direct marketing, etc.) • Central concepts of integrated marketing communication (target group, briefing, brand, etc.) • The advertising economy system (institutions, media, sales) <p><u>Case studies on marketing and communication</u></p> <p>Case studies related to marketing management and marketing communication, in particular brand management</p>
Relation to other modules	<p>This module provides the basis for advanced courses in 4th semester of the study program and builds on the module Fundamentals of Marketing.</p>
Literature	<p><u>Fundamentals of Marketing Communication:</u></p> <ul style="list-style-type: none"> • Bruhn, M.: Integrierte Unternehmens- und Markenkommunikation, Stuttgart • Bruhn, M. / Schmidt, S. J. / Tropp, J. (Hrsg.): Integrierte Kommunikation in Theorie und Praxis. Betriebswirtschaftliche und kommunikationswissenschaftliche Perspektiven mit Meinungen und Beispielen aus der Praxis, Wiesbaden • Heller, S. / Lindhof, N. / Merkel, F. / von Vieregge, H. (Hrsg.): Integrierte Markenkommunikation: Eigentlich wie immer oder eigentlich ganz neu? Frankfurt • Koschnick, W. J.: Lexikon Werbeplanung – Mediaplanung Marktforschung – Kommunikationsforschung – Mediaforschung (www.medialine.de) • Tropp, J.: Markenmanagement. Der Brand Management Navigator – Markenführung im Kommunikationszeitalter, Wiesbaden • Tropp, J.: Moderne Marketing-Kommunikation. System, Prozess, Management, Wiesbaden <p><u>Case Studies on Marketing and Communication:</u></p> <ul style="list-style-type: none"> • Kotler, Ph. /Bliemel, F.: Marketing-Management, Stuttgart • Becker, J.: Marketing-Konzeption, München
Workload	<p>In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exam are expected.</p>
Additional Remarks	<p>Within the framework of the International Study Program (ISP), this module can be attended in English. The obtained credits count into</p>

	the 18-credit-requirement.
Keywords	Communication Concept and Process, Integrated Communication, Cross Media Communication, Communication Instruments and Mix, Communication Strategy
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MCO2080 - Trainings in Advertising

Trainings in Advertising	
Module ID	MCO2080
Semester	3 and 4
Level	Advanced
Credits	5
SWS/ contact hours per week	4
Frequency	Each semester
Associated Courses	<p>MCO2081 Introduction of digital media with exercises (with digital image processing) (3 SWS / 4 Credits, 3rd semester)</p> <p>Elective in advertising (1 SWS / 1 Credit, 4th semester):</p> <ul style="list-style-type: none"> • MCO2213 Writing • MCO2214 Photo • MCO2082 Movie/TV • MCO2083 DTP
Prerequisites	At least 50 credits from first stage of study, PVL (digital image processing)
Assessment Methods	<p>MCO2081 Introduction of digital media with exercises: PVL (Digital image processing/ Photoshop) + PLH</p> <p>Electives in Advertising: UPL</p> <p>One of the trainings has to be chosen. The study program may offer other or additional training.</p>
Requirement for the granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
planned group size	Introduction of digital media with exercises: ca. 30 Electives in advertising: 15 - max. 20
Language	German
Module Duration	2 Semester
Module Coordinator	Gaiser, Brigitte
Lecturer(s)	Bachmann, Daniel; Crocoll, Joachim; Reinhardt, Winfried; Staudt,

	Dagmar, NN
Discipline	Marketing Communication and Advertising
Applicability in other programs	None
Pedagogical Approach	Seminar with exercises
Objectives	<p>Through this module, the later cooperation with neighboring disciplines in the management of agencies and in brand management, as well as with the solution of communication and marketing tasks, is to be guided by more knowledge and understanding of the other discipline.</p> <p><u>Introduction of digital media with exercises</u></p> <ul style="list-style-type: none"> • The students learn various types of digital media, their application possibilities as advertising media as well as the basic principles of their design and production. • The exercises will show them how to design and produce digital media. <p><u>Electives writing, photo, film/TV and DTP</u></p> <ul style="list-style-type: none"> • Students should develop an understanding of the respective discipline and • they should gain insight into the conception and thinking of the creatives. <p>This module thus serves to broaden and deepen knowledge as well as to acquire instrumental and communicative competence</p>
Content	<p><u>Introduction to digital media with exercises</u></p> <ul style="list-style-type: none"> • Overview of different types of digital media • Uses as advertising media (usability / user acceptance) • Basic principles of designing and producing digital media (from analogue to digital content, from digital content to digital products) • Concrete design and production of exemplary digital media, e.g. websites, apps, blogs. <p><u>Electives in advertising</u></p> <p><u>Photo</u></p> <ul style="list-style-type: none"> • Basic concepts of (digital) photography (focal length, aperture, exposure time, format, etc.) • Notes on the design of photos in the form of picture reviews of "third-party photos" and self-photographed images. • Image concept / briefing, i.e. there are prerequisites conveyed to realize photos • Practical implementation of a topic (conception/briefing and photos) <p><u>Text</u></p> <ul style="list-style-type: none"> • The power of words: language, expression; Introduction to semantics; 4 basic principles of written communication • Techniques of writing: collecting information, research; Stylistic means of dramatization; Compression and redundancy; Headline, slogan, body copy; Interaction picture and text • Textual features of different advertisements: Display; Direct advertising; Posters; Radio and television spots

	<p><u>Movie / TV</u></p> <ul style="list-style-type: none"> • How a film is produced - from preproduction to postproduction • The tasks of scriptwriters, directors, cameramen, and anyone else involved in a movie • Latest film trends • Differences between advertising and feature films <p><u>DTP</u></p> <ul style="list-style-type: none"> • Overview of the possibilities of DTP • Insight into the necessary hardware and software; production-related aspects of the design of print templates as well as the foundations of typography and electronic image processing • Practical creation of graphics, layouts and image montages using professional graphics software. • Overview of printing processes (process, advantages and disadvantages) as well as the process from the prepress to the final print
Relation to other modules	The module is based on the module Principles of Marketing Communication and is the basis for the following practice semester as well as the practice project in the 6th semester.
Literature	<ul style="list-style-type: none"> • Nilitschka, A.: Vom Papier zum Internet – Elektronische Bildverarbeitung, Druckverfahren und Internet • Kapitzki, H.: Gestaltung – Methode und Konsequenz, Menges • Göbel, U.: Gestaltung, Wolfratshausen • Jung, H. / von Matt, J.-R.: Momentum, die Kraft die Werbung heute braucht, Hamburg • Dulisch, R.: Schreiben in Werbung, PR und Journalismus, Wiesbaden
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and processing of project tasks are expected.
Sonstiges/ Additional Remarks	-
Keywords	Digital Media, Digital Image Processing, Preproduction, Postproduction, Set, Desktop Publishing, Photo Shooting, Casting, Headline, Body Copy, Slogan
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MCO2400 –Advanced Marketing Communication

Advanced Marketing Communication	
Module ID	MCO2400
Semester	4
Level	advanced level
Credits	10
SWS/ contact hours per week	7
Frequency	Each semester
Associated Courses	MCO2401 Management of communication (4 SWS / 6 Credits) MCO2402 Analysis, strategies and controlling of marketing communications (2 SWS / 3 Credits) MCO2403 Theoretical and empirical work in marketing communications science (1 SWS / 1 Credit)
Prerequisites	At least 50 credits from first stage of study
Assessment Methods	PLH + PLR + PLP + PLK – 90 minutes Management of communication: PLP+PLK - 90 minutes Analysis, strategies and controlling of marketing communications: PLH + PLR
Requirements for the granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
planned group size	Maximum 60 students
Language	German
Module Duration	1 Semester
Module Coordinator	Gaiser, Brigitte
Lecturer(s)	Gaiser, Brigitte; Tropp, Jörg
Discipline	Marketing Communication and Advertising
Applicability in toher programs	Management of communication is also offered in the Master's program MCM
Pedagogical Approach	Lecture with exercises/workshop
Objectives	<p>The students deepen the knowledge of marketing communication and get to know the tasks of the communication management process in detail. They learn:</p> <ul style="list-style-type: none"> • strategically to plan, implement and control the use of classical and non-classical instruments of communication within the framework of a holistic management process • to apply the methods and tools of marketing communication to specific case studies or practice projects • to present communication strategies and implementation ideas in

	<p>an effective and recipient-oriented way</p> <p>In addition, students learn the principles of theoretical and empirical work in marketing communication.</p> <p>This module is thus used for the deepening of knowledge as well as the acquisition of instrumental, systemic and communicative competencies</p>
Content	<p><u>Management of communication</u></p> <ul style="list-style-type: none"> • Task areas of communication management, in particular planning the communication strategy and the communication mix as part of the communication management. • Management of the instrumental areas: <ul style="list-style-type: none"> - Advertising planning (analysis, strategy and action planning) - Implementation of advertising policy decisions - Advertising agencies as the main bearers of classic advertising • Implementation of the findings in case study / practice project <p><u>Analyzes, strategies and control of marketing communication</u></p> <p>The course provides an insight into the methodological approach and the instruments of advertising and communication research as well as the tools for monitoring the communication/advertising impact:</p> <ul style="list-style-type: none"> • Definitions of relevant terms, e.g. advertising impact, advertising effectiveness • Field and desk research, empirical data as a basis for media planning (TdW, AWA, VA, etc) • Conceptual tests (generation and verification of advertising concepts using qualitative methods) • Advertising impact research • The most important advertising impact measures and their measurement • Quality criteria for the advertising impact assessment (validity, reliability, objectivity) • Methods of advertising impact research - pretesting (for example, folder test, storyboard test, GfK-Advantage test) • Methods of advertising assessment – post-testing (e.g., spending analyzes, sales monitoring, household and retail panel) <p><u>Marketing communication as object of theoretical and empirical work:</u></p> <ul style="list-style-type: none"> • Principles of scientific work • Procedure for scientific work
Relation to other modules	<p>This module provides the necessary prerequisites for the practice semester in the 5th semester and the business project in advertising in the 6th semester.</p>
Literature	<p><u>Marketing Communication</u></p> <ul style="list-style-type: none"> • Bruhn, M.: Integrierte Unternehmens- und Markenkommunikation, Stuttgart • Hermanns, A./ Ringle T. / van Overloop, P. (Hrsg.): Handbuch Mar-

	<p>kenkommunikation: Grundlagen, Konzepte, Fallbeispiele, München</p> <ul style="list-style-type: none"> • Kloss, I.: Werbung, München • Koschnick, W. J.: Werbeplanung – Marktforschung - Kommunikationsforschung – Mediaforschung, Focus-Lexikon, Bd. 1 - 3, München • Rogge, H.-J.: Werbung, Ludwigshafen • Unger F. / Durante, N. / Rose P. M.: Kommunikations- und Identitätspolitik, Köln u.a. • Vergossen, H.: Marketing-Kommunikation, Ludwigshafen <p><u>Analyses, strategies and controll of Marketing Communication</u></p> <ul style="list-style-type: none"> • Brosius, H./Koschel, F.: Methoden der empirischen Kommunikationsforschung, Wiesbaden • Möhring, W./Schlütz, D.: Die Befragung in der Medien- und Kommunikationswissenschaft, Wiesbaden • Piwinger, M. / Porak, V.: Kommunikationscontrolling, Wiesbaden • Spanier, J.: Werbewirkungsforschung und Mediaentscheidung, München • Trommsdorff, V.: Werbe-Pretests – Praxis und Erfolgsfaktoren, Stern-Bibliothek
Workload	In addition to the 7 x 15 = 105 SWS attendance time, the students are expected to spend 195 h on preparation and follow-up, independent literature studies, the preparation of exercises and projects as well as the preparation for the exam.
Additional Remarks	-
Keywords	<p>Communication strategy, Integrated communication, Communication Management, Strategic and Operational Communication Planning, Communication Mix</p> <p>Advertising Impact and Impact Assessment, Impact Monitoring, Impact Measurement, Market Media Analyzes</p>
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MMM2050 – Computer-aided Marketing

Computer-aided Marketing	
Module ID	MMM2050
Semester	4
Level	Advanced
Credits	6
SWS/ Contact hours per week	4
Frequency	Each semester
Associated Courses	MCO2101 Online Marketing (2SWS/ 3 Credits) AQM2031 Multivariate Statistical Methods (2 SWS/ 3 Credits)
Prerequisites	At least 50 credits from first stage of study
Assessment methods	Online Marketing: PLK – 60 minutes Multivariate statistical methods: PLH/PLR
Requirements for the granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
Planned group size	NN
Language	German
Module Duration	1 Semester
Module Coordinator	Theobald, Elke
Lecturer(s)	Theobald, Elke; Wüst
Discipline	Online-Marketing: Marketing Communication and Advertising Multivariate statistical methods: Quantitative Methods
Applicability in other programs	Also offered for the study program "Business Administration / Media Management and Advertising Psychology".
Pedagogical Approach	<u>Online Marketing</u> : Lecture with exercises <u>Multivariate statistical methods</u> : Seminar with case studies
Objectives	<u>Online marketing</u> <ul style="list-style-type: none"> • Students gain in-depth knowledge about online marketing and its integration into integrated corporate communications. • They know the possibilities and limitations of these technologies and are able to examine and evaluate the meaningfulness of the use of certain communication technologies. • They know the different forms of advertising on the Internet as well as e-commerce business models. • They can analyze and optimize web-based search engines and usability.

	<p><u>Multivariate statistical methods</u></p> <ul style="list-style-type: none"> • The students know statistical data analysis methods and are able to apply them to specific research questions. • They are able to run data analyses with SPSS and to interpret and visualize the results. <p>The module aims at consolidation of knowledge and instrumental competence. The course Multivariate Statistical Methods contributes to systemic and communicative competencies.</p>
Content	<p><u>Online marketing</u></p> <ul style="list-style-type: none"> • Introduction to modern media and communication technologies • Strategic analysis of new media use • Online advertising forms and e-commerce • Optimization of websites <p><u>Multivariate statistical methods</u></p> <ul style="list-style-type: none"> • Data analysis using statistical methods • Computer-based data analysis • Interpretation and visualization of data
Relation to other modules	The module is based on the modules on quantitative methods as well as the program modules of the previous semesters.
Literature	<ul style="list-style-type: none"> • Brosius, F.: SPSS, Heidelberg • Bühl, A.: SPSS 20. Einführung in die moderne Datenanalyse, München • Chaffey, M./ Ellis-Chadwick, F./Johnston, K. /Mayer, R.: Internet Marketing. Strategy, Implementation and Practice • Fischer, M.: Website-Boosting • Wersig, G.: Informations- und Kommunikationstechnologien
Workload	<p><u>Online Marketing</u>: 2 x 15 SWS = 30 SWS contact hours plus 60h for preparing and following-up</p> <p><u>Multivariate statistical methods</u>: 2 x 15 SWS = 30 SWS contact hours plus 60h for preparing and following-up</p>
Additional Remarks	As part of the course " <u>Multivariate statistical methods</u> ", the examinations (PLH and PLR) are generally carried out in the form of teamwork in groups of 2 to 4 students (individual assignment reserved for PLH). The teamwork is also subject to a self-evaluation of the students (this should help to sustain the promotion of social skills, cf. training Teamwork of the SIK program).
Keywords	<p><u>Online Marketing</u>: Simulation, Data Analysis, Online Marketing, E-commerce, Social Media, Search Engine Marketing</p> <p><u>Multivariate statistical methods</u>: Multivariate Methods, SPSS, Statistics</p>
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MCO3210 – Electives Marketing Communication and Advertising

Electives Marketing Communication and Advertising	
Module ID	MCO3210
Semester	6
Level	Academic level, professional qualification
Credits	6
SWS/ contact hours per week	4
Frequency	Each semester
Associated Courses	<ul style="list-style-type: none"> • MAR3111 Advertising research (3 Credits) • MCO3101 Social Media Research (3 Credits) • MCO3102 Public Relations (3 Credits) • MCO 3211 Advanced Online Marketing (3 Credits) • MCO3104 Sales Promotion and Event Marketing (3 Credits) • MCO3103 Dialogue Marketing (3 Credits) • MKT 3031 International Marketing (3 Credits) • MKT3032 Service Marketing (3 Credits) <p>(alternative offers are possible, at least three of these subjects must be offered)</p>
Prerequisites	At least 50 credits from the first stage of study MCO 3211: Participation in MCO2101 Online marketing mandatory
Assessment Methods	PLP / PLR / PLH / PLK – depending on lecturer 45 or 60 minutes
Requirements for the granting of credits	Successful passing of the examination 6 credits have to be earned
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
Planned group size	max. 80 students
Language	German International Marketing, Service Marketing, Sales, Dialogue Marketing: English
Module Duration	1 Semester
Module Coordinator	Gaiser, Brigitte
Lecturer(s)	Professors of different subject areas / study programs
Discipline	Marketing Communication and Advertising
Applicability in other programs	Individual elective offers are also offered under other study programs
Discipline	Lecture with exercises
Objectives	Through choosing between the different WPF, the students can individually specialize within their study program. The objectives of each course vary. The students gain insights into two electives.

	<p>The module is thus primarily used for the broadening and deepening of knowledge as well as the acquisition of instrumental competence.</p>
<p>Content</p>	<p><u>International Marketing</u></p> <ul style="list-style-type: none"> • Overview of International marketing management • International market analysis • Purchase decision process • Positioning of companies and brands • International marketing mix <p><u>Service Marketing</u></p> <ul style="list-style-type: none"> • Building the Service Model • Managing the Customer Interface • Implementing Profitable Service Strategies <p><u>Sales</u> (for detailed information see Syllabus)</p> <p><u>Advertising research</u></p> <ul style="list-style-type: none"> • Advertising planning process • Effectiveness criteria of advertising • Perception and design of advertising • Challenges of advertising research • Precautionary reservations • Conceptual tests - screening of communication ideas • Promotional tests in practice • Applications <p><u>Social Media Research</u> (For detailed content see Syllabus)</p> <ul style="list-style-type: none"> • Types and characteristics of Social Media • Netnography • Social Media Monitoring • Online Research Communities • Current methods of Social Media Research <p><u>Public Relations</u></p> <p>Students learn the basics for understanding public relations and gain an insight into the tasks of public relations in the context of company communication:</p> <ul style="list-style-type: none"> • Term, meaning and functions of PR • Stakeholder and subject areas of PR • Important instruments of PR • Basics of journalism • Media system in Germany including press rights • Strategic planning and conception of corporate communications and PR • Develop and implement the most important PR and communication tools <p><u>Advanced level in Online Marketing:</u></p> <p>On the foundations of the (MCO2101) Online Marketing one specific aspect of online marketing is deepened.</p>

	<p>This may be an online tool (e.g., email marketing, search engine marketing, website, social media, etc.) or a specific aspect of online marketing (e.g., web analytics, web controlling).</p> <p><u>Sales Promotion and Event Marketing</u></p> <ul style="list-style-type: none"> • Instruments of Event Marketing and Sales Promotion • Managing Event Marketing and Sales Promotion • Application in the consumer goods, industrial goods industry and the service goods industry • Case Studies <p><u>Dialogue Marketing</u></p> <p>Students receive in-depth knowledge in Dialog marketing and customer relationship, in particular:</p> <ul style="list-style-type: none"> • History, status quo and trends of Dialog Marketing • Strategic Management approaches in Dialog Marketing • Operational Management of Dialogue Marketing: analysis, planning, execution, control <p><u>International Marketing</u></p> <ul style="list-style-type: none"> • Overview of International Marketing Management • International market analysis • Purchase decision process • Positioning of companies and brands • International marketing mix <p><u>Service Marketing</u></p> <ul style="list-style-type: none"> • Building the Service Model • Managing the Customer Interface • Implementing Profitable Service Strategies <p><u>Sales</u> (For detailed content see Syllabus)</p>
Relation to other modules	The module is based on the specialisation courses of the 3rd and 4th semesters.
Literature	Will be announced in the different courses.
Workload	2 x 15 SWS = 30 SWS attendance time, plus 60h for preparation and wrap-up, composing term paper/presentation as well as self-dependent literature studies and/or exam preparation.
Additional Remarks	<p>The module or single courses of the module can be attended during a semester abroad. Modules and courses with a clear reference to the study program specialization will be recognized in the learning agreement.</p> <p>Within the framework of the International Study Program (ISP), certain courses can be attended in English. The obtained credits count into the 18-credit-requirement.</p>
Keywords	Advertising Research, Social Media Research, International Marketing, Dialogue Marketing, CRM, Public Relations, Media Planning, Market Media Studies, Sales Promotion, Event Marketing, Online Marketing, Online Instruments, Website, Social Media Conception, Web-Analytics
Last edited	January 2018

MCO3410 –Business Project in Advertising

Business Project in Advertising	
Module ID	MCO3410
Semester	6
Level	Academic level, professional qualification
Credits	10
SWS/ contact hours per week	4
Frequency	Each semester
Associated Courses	Business project Marketing/Communication/ Advertising
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Method	PLH/PLR/PLP
Requirements for the granting of credits	Successful passing of the examination
Significance for final grade	This module's grade is part of the final Bachelor grade (weighted by number of credits)
Planned group size	Max. 40 students in groups of max. 10-15 students
Language	German
Module Duration	1 Semester
Module Coordinator	Gaiser, Brigitte
Lecturer(s)	Gaiser, Brigitte; Theobald, Elke; Tropp, Jörg
Discipline	Marketing Communication and Advertising
Applicability in other programs	None
Pedagogical Approach	Business Project
Objectives	<p>In the framework of the business project the students solve a complex management or research task in the field of marketing and/or communication management.</p> <p>On the basis of a briefing from practice (usually issued by companies or institutions) the students work in autonomous teams, supervised by a professor. They analyse the status quo, develop a research design and define the intended methodological approach, execute an empirical study, evaluate its results, present them and give recommendations for action.</p> <p>The results are documented in writing and orally presented in front of the customer. In addition to the application and consolidation of theoretical knowledge, interdisciplinary competence, social competence and methodological competence (presentation techniques) shall be trained.</p> <p>The module aims thus at consolidation of knowledge and instrumental, systemic and communicative competence.</p>
Content	Solution of a concrete practical task or development and implementation of a research project; Contents and the specific tasks depend on

	the respective project.
Relation to other modules	The module is based on the program-specific courses of the 3rd and 4th semester, in particular the module “Advanced marketing communication”. The module builds the foundation for the thesis.
Literature	Will be announced in the course dependent on the project topic.
Workload	In addition to the 4 x 15 = 60 SWS attendance hours, students are also expected to spend 240 hours in preparation and follow-up work as well as independent project work.
Additional Remarks	-
Keywords	Project Management, Marketing Management, Communication Management, Communication Planning and Conception
Last edited	January 2018

MCO4110 –Marketing Communication and Law

Marketing Communication and Law	
Module ID	MCO4110
Semester	7
Level	Academic level, professional qualification
Credits	8
SWS/ contact hours per week	5
Frequency	Each semester
Associated Courses	LAW4001: Intellectual Property, Multimedia and Internet Law: (4 SWS/5 Credits) MCO4111: Current topics of marketing communication: (1 SWS / 3 Credits)
Prerequisites	Completed first study section: Achievement of all cross-study credits of the 3rd semester of study and achievement of 12 credits in English-language modules/courses
Assessment Methods	<u>Intellectual Property, Multimedia and Internet Law</u> : PLR/PLP/PLK – 90 minutes <u>MCO4111 Current questions of marketing communication</u> : PLH/PLR
Requirements for the granting of credits	Successful passing of the respecting examination
Significance for final grade	This module’s grade is part of the final Bachelor grade (weighted by number of credits)
planned group size	<u>Intellectual Property, Multimedia and Internet Law</u> : Max. 90 students <u>MCO 4111 Current questions of marketing communication</u> : Max. 40 students

Language	German
Module Duration	1 Semester
Module Coordinator	Gaiser, Brigitte/Wechsler, Andrea
Lecturer(s)	<u>Intellectual Property, Multimedia and Internet Law</u> Professors from the Department of Business Law <u>MCO4111 Current questions of marketing communication</u> Elke Theobald, NN
Discipline	Law; Marketing Communication and Advertising
Applicability in other programs	"Intellectual Property, Multimedia and Internet Law" is also offered for the study program " Business Administration / Media Management and Advertising Psychology" and as module "Marketing Law" (LAW2300) in the programs "Business Administration / Marketing" and "Business Administration / Market Research and Consumer Psychology".
Pedagogical Approach	<u>Intellectual Property, Multimedia and Internet Law</u> Lecture with exercises <u>MCO 4111 Current questions of marketing communication</u> Instruction seminars
Objectives	<p><u>Intellectual Property, Multimedia and Internet Law:</u></p> <p><i>Legal Expertise: Students ...</i></p> <ul style="list-style-type: none"> • acquire know-how about the nature, rationale and structure of intellectual property rights, multimedia and Internet law and learn the various intellectual property rights • know the foundations and essentials of how to protect intellectual property rights (patents, utility models, designs, trademarks) in national, European and international legal systems • know and understand the international implications and relevance of intellectual property rights • are able to commercialize and defend intellectual property rights • have essential know how in the field of media law and deep knowledge in the area of competition law <p><i>Critical Thinking and Analytical Skills:</i></p> <p>Students will be enabled to apply legal rules to the facts of different cases, i.e. to learn how to think legally in relation to issues and facts and how to solve cases by applying legal methodology. They will get to know models and methods of how to solve conflicts and will master the very specific way of thinking legally. Furthermore, students will develop a critical way of thinking about intellectual property and personality rights in media management. They will also learn how to work on legal aspects of strategic decisions in business projects.</p> <p><i>Ethical Awareness:</i></p> <p>Students learn how to identify the economic and ethical dimension of legal issues in intellectual property law as well as multimedia and Internet law. They understand the relevance of ethical issues for finding and defining legal solutions. Students learn how law can provide ideas and how it can incentivize innovation.</p> <p><i>Communication Capabilities:</i></p> <p>Students study the various forms of intellectual property rights and multimedia and internet law (patent document, trademark law, regis-</p>

	<p>tered design etc.) and learn how to communicate with lawyers. Furthermore, they will learn to solve legal problems and cases by applying the methodology of writing legal opinions.</p> <p><u>Current topics of marketing communication:</u></p> <p>The students should become familiar with current developments and challenges in marketing communication.</p> <p>This course primarily aims at consolidation and enlargement of knowledge in the respective field. The course „<u>Current topics of marketing communication</u>” also conveys instrumental and communicative competencies.</p>
Content	<p><u>Intellectual Property, Multimedia and Internet Law:</u></p> <ul style="list-style-type: none"> • Overview over the various intellectual property rights • Introduction to <ul style="list-style-type: none"> ○ Patent Law and Utility Model Law ○ Design Law ○ Trademark Law ○ Copyright Law ○ Competition Law • Overview over the structure, dogmatics and substance of multimedia law, data protection law and Internet law, inter alia, domain law and the law of electronic commerce • Topical issues in intellectual property law, multimedia law and Internet law with particular focus on their relevance for media management <p><u>Current topics of marketing communication:</u></p> <p>The students know the latest developments and challenges in marketing communication</p>
Relation to other modules	<p>The program-specific courses of the 3rd semester as well as all legal lectures are the basis.</p>
Literatur/Literature	<p><u>Intellectual Property, Multimedia and Internet Law:</u></p> <ul style="list-style-type: none"> – Branahl: Medienrecht, eine Einführung, Wiesbaden, Springer – Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, C.F. Müller Verlag, Heidelberg – Ensthaler: Gewerblicher Rechtsschutz und Urheberrecht, Springer Verlag, Berlin/Heidelberg – Fechner: Medienrecht, UTB, Stuttgart – Götting/Hubmann: Gewerblicher Rechtsschutz, CH. Beck Verlag, München – Haug, Grundwissen Internetrecht, Kohlhammer – Lettl, Urheberrecht (Grundrisse des Rechts), CH. Beck Verlag, München – Ohly, Fälle zum Schwerpunkt Geistiges Eigentum, CH Beck Verlag, München <p>Current edition</p> <p><u>Current topics of marketing communication:</u></p> <p>Contents are adapted to the latest developments. Literature will be announced in the respective course.</p>

Workload	<p><u>Intellectual Property, Multimedia and Internet Law:</u> 150 hours of which 60 hours of contact time and 90 hours of preparation and follow-up (self-study)</p> <p><u>Current questions of marketing communication:</u> 1 x 15 SWS = 15 SWS Prerequisites plus 75h for pre-and post-processing, independent linguistics, case studies, preparation of presentation / presentation</p>
Additional Remarks	<p>The module is blocked in the 7th semester within the first 6 or 7 weeks of the term.</p> <p>The course "Current topics of marketing communication" can be attended during a semester abroad within the framework of an equivalent performance.</p>
Keywords	<p>Copyright Law, Patent Law, Data Protection, Trademark Law, Internet Law, Design Law, Multimedia Law, Media Law, Marketing Communications, Communications Industry, Trends</p>
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