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| <b>Module number</b><br>24 - 26   | <b>Module title</b><br>Specialised Elective Module:<br>Marketing Planning<br>(Marketing Planung) |                           |  |
| <b>Code</b><br>MPL  | <b>Semester</b><br>4/5, 6, 7   | <b>Number of WSH</b><br>4 | <b>Module offered</b><br>Changing Catalogue.<br>Details can be found online<br>(faculty web page). |
| <b>Module coordinator</b><br>Mitteldorf, Dipl. Kfm.   | <b>Tuition type</b><br>Seminar-style tuition   |                           | <b>Module duration</b><br>1 Semester   |
| <b>Lecturer</b><br>Mitteldorf, Dipl. Kfm.   | <b>Compulsory/Elective</b><br>Elective   |                           | <b>Module language</b><br>English  |
| <b>Access requirements</b><br>Course segment 2<br>Applicants should have a basic understanding of business and marketing management.  |  |                           |  |
| <b>Learning outcomes</b><br>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:<br><u>Subject skills</u><br>Students acquire a clear understanding of the key success factors for marketing management and the main planning tools in nowadays business life and learn how to develop and present a successful marketing plan.<br><u>Method skills</u><br>Students get familiarized with a step by step approach to independently develop and present a successful marketing plan. They acquire the skills to:<br>(1) analyse any given market environment for an offering (market description, size and segmentation, development and trends, regulations and requirements, competitive landscape)<br>(2) define a reasonable target market (customer targeting, roles, needs and decision process)<br>(3) formulate critical success factors and objectives (metric and timelines)<br>(4) formulate a strategy based on a sound market analysis and customer targeting (positioning)<br>(5) develop strategies for a successful commercialization (product & branding, services, pricing & incentives, distribution and communication)<br>(6) outline the specific activities involved in the execution (organizational infrastructure, business processes, setting the implementation schedule)<br>(7) forecast an offering (forecast and budget)<br>(8) monitor the progress towards defined goals and objectives (performance indicators)<br><u>Social skills</u> |  |                           |  |

Student develop an appreciation of marketing planning as clearly defined strategies based on a sound analysis in combination with a good personal performance presenting them.

Personal skills

Students have the skills they require to cope with the challenges encountered in planning any given offering.

**Content**

- The framework for marketing management
- The planning process in nowadays business life
- The basics of strategical and operational marketing
- The key components of a marketing plan
- A step by step approach for the development and presentation of a successful marketing plan
- Note on the subject implementation & monitoring

**Literature**

Required reading

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Recommended reading

Chernev, A. (2014): The Marketing Plan Handbook

Dibbs, S. (2008): Marketing Planning: A Workbook for Marketing Managers

Hollensen, S. (2010): Marketing Planning: A Global Perspective

**Teaching and learning methods**

Seminar-style tuition with exercises and group work

**Type of examination/Requirements for the award of credit points**

Preparation and presentation of a marketing plan (group work)

**Other information**

Max 24 students  
 Self-commitment to work groups is mandatory!  
 Registration necessary. Details can be found online (faculty web page).  
 Lecture Times: Will be released in the schedule and online via WebUntis.

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| <b>ECTS-Credits</b><br>5 | <b>Workload</b><br>150 hours<br>Contact/attendance time: 60 h<br>Additional work: 90 h | <b>Weighting of the grade in the overall grade</b><br>5 |
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