

Introduction to Marketing (1580)

Winter Term 2024/25, Bachelor

--- 31 July 2024 ---

Lecture			
Prof. Dr. Katja Bunk	Monday (9.12., 16.12., 6.1., 13.1., 20.1., 27.1., 3.2.)	11:00 (sharp!)-14:00	room GD Hs7
Tutorials (no registration necessary)			
Joseph Riley	Monday (9.12., 16.12., 6.1., 13.1., 20.1., 27.1., 3.2.)	16:00-18:00	room GD Hs7
Joseph Riley	Wednesday (11.12., 18.12., 8.1., 15.1., 22.1., 29.1., 5.2.)	11:00-13:00	room GD Hs4
Joseph Riley	Wednesday (11.12., 18.12., 8.1., 15.1., 22.1., 29.1., 5.2.)	14:00-16:00	online (Zoom)
Exam			
1 st Exam	date tbc	time tbc	In presence
2 nd (Retake) Exam	date tbc	time tbc	In presence

Lecture and Tutorials

Attendance of the lecture and tutorial is **not compulsory**. You can flexibly participate 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 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 register on time, participation in the exam is not possible. For more information on exam registration including deadlines, please see <https://www.wiwi.europa-uni.de/en/studium/pruefungen/pruefungsanmeldung/index.html>

Communications

The official language of communication and instruction is English. Please note that due to the size of this 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 **in 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 (<https://moodle.europa-uni.de>). Tutorials will not be recorded. Please note that **recorded lectures will be removed on the 9th of February**, 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.** 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	Session 7
9.12.-13.12.2024	16.12.-20.12.2024	6.1.-10.1. 2025	13.1.-17.1.2025	20.1.-24.1.2025	27.1.-31.1.2025	3.2.-7.2.2025
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	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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