

# Introduction to Marketing (Bachelor)

Summer Term 2025

--- updated 14 Feb. 2025 ---

Lecture			
Prof. Dr. Katja Brunk	Tuesday (8.4., 15.4., 22.4., 29.4., 6.5., 13.5., 20.5.)	9:00-12:00	In presence, room GD Hs 8
Tutorials (no registration necessary)			
Joseph Riley	Tuesday (8.4., 15.4., 22.4., 29.4., 6.5., 13.5., 20.5.)	14:00-16:00	In presence, room GD Hs 7
Joseph Riley	Wednesday (9.4., 16.4., 23.4., 30.4., 7.5., 14.5., 21.5.)	11:00-13:00	In presence, room GD Hs 3
Exam			
1 <sup>st</sup> Exam	date and time tbc		In presence, room tba
2 <sup>nd</sup> (Retake) Exam	date and time tbc		In presence, room tba

## Tutorials

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

Learning objectives shall be achieved through a mixture of lectures and tutorials. Lectures are scheduled to be recorded whereas tutorials will not be recorded. In the past the recording of the lectures has not always worked reliably, therefore this additional service cannot be guaranteed. If students feel the need to further consolidate the 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. The exam takes place at the campus, and the format will be closed-book, i.e., no course materials are allowed. 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. No exceptions will be granted. For more information on exam registration including deadlines, please see <https://www.wiwi.europa-uni.de/en/studium/pruefungen/pruefungsanmeldung/index.html>

## Communications

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 during the lecture and tutorials**. Alternatively, you can post your question **in Moodle in the Q&A Forum**, where we can 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/course/view.php?id=1383>). Tutorials will not be recorded. Please note that **recorded lectures will be removed on the 23rd of May**, which is when the teaching period concludes. 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, 3<sup>rd</sup> 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*, 3<sup>rd</sup> edition, Sage, published in May 2016.
- Baker and Hart, *The Marketing Book*, 7<sup>th</sup> 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
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	19.5.-23.5.2025
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	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 <b>Joseph Riley</b> <a href="mailto:Riley@europa-uni.de">Riley@europa-uni.de</a>	Lecture <b>Prof. Dr. Katja H. Brunk</b> <a href="mailto:Brunk@europa-uni.de">Brunk@europa-uni.de</a>
---	--