

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Marketing
Code der Lehrveranstaltung	30165
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Dr. Oswin Maurer, oswin.maurer@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1
KP	8
Vorlesungsstunden	48
Laboratoriumsstunden	19
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	24
Inhaltsangabe	The course is a foundation course and introduces students to the basics of marketing management. It should help to understand the role and impact of marketing on business and society in a regional and global context. It familiarises participants with basic marketing tools, strategies and analytical methods, as well as with advantages and disadvantages of different strategic marketing approaches in different societal and economic contexts.

Themen der Lehrveranstaltung	Markets as focal points of marketing: role of marketing; scope of marketing (classifying markets); marketing as a management process; marketing strategy; analytical tools and concepts; identifying challenges and opportunities of marketing in today's economy. Development of the marketing concept/strategy: market oriented management & relationship marketing; what does marketing strategy specify (what, where, how); three major levels of strategy and different planning levels; marketing management planning and the marketing management process. Business level marketing concepts: Transactional (TM) vs Relationship Marketing (RM); key impacts of RM on product, price, distribution and communication policy; RM's six-markets model; different organisational forms of relationships; case on relationship marketing. Marketing as exchange process: Conditions for exchange, managing exchange; what can be marketed; marketing of value: value proposition - customer's perspective, seller's perspective and customer lifetime value, stakeholder's perspective; role of ethics and social responsibility; sustainable marketing, (green marketing and "greenwashing"). Marketing strategy development and implementation: three pillars of successful marketing management; exemplary cases on three pillars approach; marketing strategy as one of several functional strategies, as corporate strategy, as dominant functional strategy; marketing as an integrative business function. Assessing the competitiveness of the firm from a marketing perspective: core competences, capabilities; sources of competitive advantage; theoretical perspectives on how firms to create competitive excellence: market orientation view (MOV), resource-based view (RBV), value chain-based view (VBV); Competing in the market arena: determining strategic resources; from resources to marketing competence to sustainable competitive advantage; from value chain to value constellation to customer value; experiential marketing; competition analysis; value innovation (red and blue ocean strategies). Consumer Behaviour: customer involvement in buying decisions; consumer buying decision-making process: psychological influences & psychological effects (anchoring, decoy effect, status quo bias, framing, confirmation bias, estimating traps); cultural &
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	socio-cultural factors; demography; trends in consumer behaviour & megatrends in travel. Segmenting, Targeting, Positioning: basic concepts of segmentation, examples, and implementation; basic concepts of targeting; basic concepts of positioning (developing specific marketing mix), modifying positioning strategies and repositioning. Marketing Mix (product, pricing , distribution and communication decisions, tools and implementation) Marketing in specific contexts (global, tourism industry) are additionally covered within the different modules outlined above Marketing information & research: marketing research process; modes of data collection, tools and analytics are covered in exercises using concrete data, cases and examples.
Stichwörter	Marketing Management Market Analysis Marketing Strategy Marketing Programmes Marketing Mix Consumer Behaviour
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	lectures, exercises, project work
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	ILO (Intended Learning Outcomes) ILO 1 - Wissen und Verstehen ILO 1.1 zum Management von Informationsflüssen, des Marketings und deren Funktionen auf dem Verbrauchermarkt (einschließlich Verhaltenswissenschaften, Marktforschung, Destinationsmarketing) ILO 1.2 Unternehmensstrategien und grundlegende Geschäftsmodelle ILO 1.3 der aktuellen Dynamik des internationalen Wettbewerbs auf dem Tourismusmarkt ILO 2 - Fähigkeit, Wissen und Verstehen anzuwenden

	ILO 2.1 Bewertung verschiedener digitaler Marketingansätze ILO 2.2 Branchenanalyse, Wettbewerbsanalyse und Analyse des Unternehmensumfelds in verschiedenen Sektoren ILO 2.3 Nutzung der lokalen Möglichkeiten und Ressourcen auf dem internationalen Veranstaltungsmarkt ILO 2.4 Grundkonzepte, die für den Besuch der Lehrveranstaltungen in Wirtschaftswissenschaften, Betriebswirtschaft und Verwaltung nützlich sind ILO 3 - Urteilen (making judgements) ILO 3.1 analytisch und kritisch über Informationen, Erfahrungswerte und Daten zu berichten, um adäquate betriebswirtschaftliche Entscheidungen zu treffen; ILO 3.2 die geeignetsten quantitativen und qualitativen Analyseinstrumente auszuwählen, um die Entscheidungsfindung zu unterstützen; ILO 3.3 durch Einsatz logischer Schlussfolgerungen und die Verbindung von Informationen und analytischen Instrumenten Lösungen zu finden ILO 4 - Kommunikationsfähigkeit (communication skills) ILO 4.1 Das Erreichen dieses Zieles wird mittels schriftlicher Prüfungen, Gruppenarbeiten, Hausarbeiten, Präsentation von Fallstudien und Projekten sowie der Abschlussarbeit bewertet. ILO 5 - Lernfähigkeit (learning skills) ILO 5.1 die Fähigkeit, aktuelle Informationen ausfindig zu machen, um mit den Veränderungen im Dienstleistungssektor im Allgemeinen und im Bereich Tourismus-, Sport- und Eventmanagement im Besonderen Schritt halten zu können; ILO 5.2 die Fähigkeit, Daten, Informationen und Erfahrungen zu analysieren, kritisch zu begutachten und zu integrieren;
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Different assessment modes apply to a) attending students and

	b) non-attending students a) attending students Three different modes are used to assess and value the contribution of attending students, each counting towards the final mark. Contribution to class discussion & activities: counting for 10 percent towards the final mark (10/100 of final mark). Active participation during class is assessed through case studies, group and individual assignments, discussions about current issues, short in-class presentations. (ILO 1. ILO 2.1, ILO 2.2, ILO 3.2, ILO 4.1) Group project, counting for 30 percent (30/100) towards the final mark. Due dates will be communicated during lectures. The assessment will be based on the work of the whole team and hence cannot be based on the individual effort. The maximum number of participants in a group is four (4), the minimum number is three (3) students. (ILO1, ILO2.1, ILO2.2, ILO2.3, ILO3, ILO4, ILO 5) Final written exam, counting for 60 percent (60/100) towards the final mark. (ILO1, ILO2.1, ILO2.2, ILO2.4, ILO5) Duration of the written exam: 90 minutes. The final grade is the weighted average of the three parts. NOTE: project work and classroom contributions are valid for one academic year (the current academic year) and cannot be carried over beyond that time frame b) non-attending students One final written exam, counting for 100 percent (100/100) towards the final mark. (ILO1, ILO2, ILO3, ILO4, ILO5)
Bewertungskriterien	The final grade is the weighted average of the two parts of assessment (please note: contribution to the final mark for attending students: 1) written exam 60%, 2) Project group and contribution to classroom activities 40%; contribution for non-attending students: 1) written exam 100%) relevant for assessment of 1): feasibility of the proposed solution, clarity of answers, argumentative logic and context, ability to

	evaluate and answer in a concise and precise way, mastery of language (with respect to technical terms) critical analysis and discussion of the underlying theory and practice relevant for assessment of 2): definition of a clear project agenda, use of scientific literature to underpin argumentation, use of actual/current issues to support the logic of the approach chosen, creativity, critical thinking, team work and team management, quality of technical summary and professional presentation of results
Pflichtliteratur	Hollensen, S.: "Marketing Management - A Relationship Approach, 4th edition, Pearson:
Weiterführende Literatur	Homburg,C.; Kuester, S; Krohmer, H.: „Marketing management – a contemporary perspective”, McGraw-Hill Education Kotler, P.: Marketing Management (international edition), Pearson Education Current and actual scientific papers, articles and cases complementing the discussion will be provided during class
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Nachhaltiger Konsum und Produktion, Hochwertige Bildung