

<b>Module title</b>		<b>Abbreviation</b>
Marketing & Brand Management		12-M-MM-111-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>Description:</p> <p>At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Brand leadership and brand assessment</li> <li>2. Brand leadership, identity and relevance according to David Aaker's approach</li> <li>3. Brand strategies</li> <li>4. Consumer behaviour</li> <li>5. Market research methods and the development of brand strategies</li> <li>6. Market research methods</li> </ol>		
<b>Intended learning outcomes</b>		
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 40 minutes) and group presentation (approx. 20 minutes), weighted 2:1		
<b>Allocation of places</b>		
Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
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**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Economathematics (2011)  
 Master's degree (1 major) Business Information Systems (2011)  
 Master's degree (1 major) Business Management (2011)  
 Master's degree (1 major) Economics (2011)  
 Master's degree (1 major) China Business and Economics (2014)  
 Master's degree (1 major) China Business and Economics (2012)  
 Master's degree (1 major) Chinese and Economics (2014)  
 Master's degree (1 major) Chinese and Economics (2012)