Module title: Brand Management & Market Research  
Abbreviation: 12-M-MM-141-m01

Module coordinator: holder of the Chair of Business Management and Marketing  
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Only after succ. compl. of module(s): --

Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents

Description:
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.

Outline of syllabus:
1. Brand leadership and brand assessment  
2. Brand leadership, identity and relevance according to David Aaker's approach  
3. Brand strategies  
4. Consumer behaviour  
5. Market research methods and the development of brand strategies  
6. Market research methods

Intended learning outcomes
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 case 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.

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)  
Language of assessment: German, English

Allocation of places
--

Additional information
--

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

Module appears in
Master's degree (1 major) Business Information Systems (2014)  
Master's degree (1 major) Business Management (2014)  
Master's degree (1 major) Economics (2014)