

# Introduction to Marketing (Bachelor)

Summer Term 2023

Lecture			
Prof. Dr. Martin Eisend	Tuesday (18.04., 25.04., 02.05., 09.05., 16.05., 23.05., 30.05.)	11:00-14:00	GD Hs7
Tutorials (no registration necessary)			
Dr. Farid Tarrahi	Thursday (20.04., 27.04., 04.05., 11.05., 18.05., 25.05., 01.06.)	11:00-13:00	In presence GD 305
Dr. Farid Tarrahi	Friday (21.04., 28.04., 05.05., 12.05., 19.05., 26.05., 02.06.)	13:00-15:00	Online (Zoom)
Exam			
1 <sup>st</sup> Exam	Monday, 05.06.	11:00-13:00	
2 <sup>nd</sup> (Retake) Exam	Friday, 29.09.	11:00-13:00	

## 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. 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.

## Registration

Please register for the course on moodle: <https://moodle.europa-uni.de/>

You can flexibly participate in any of both weekly tutorials offered without registering in advance. The Zoom link for the Friday online tutorial will be posted on Moodle.

## Examination

In order to receive 6 ECTS course credits, you have to pass the exam, which covers material from both, lectures and tutorials. The exam takes place in presence at the campus and **cannot be taken remotely or abroad**. All exam questions will be true/false questions. The exam will be offered at the end of the first teaching block and an alternative exam will be offered in September. The format will be closed-book, i.e., no course materials are allowed. No alternative examination procedures and/or examinations dates will be offered. You **must register for your exam** within the required registration period. If you fail to register in time, participation in the exam is not possible. No exceptions will be granted, so please register in time. For more information on exam registration, please see <https://www.wiwi.europa-uni.de/en/studium/pruefungen/pruefungsanmeldung/index.html>

## Communications

Questions related to a particular class (both content and administrative issues) will be answered during that class and during the following class but not thereafter, outside of class meetings, or via email. By asking questions during the lecture and tutorials all course members can benefit from the information provided.

Alternatively, you can post your question **on 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 will be uploaded on Moodle (<https://moodle.europa-uni.de>). Lectures will be recorded whereas tutorials will not be recorded. The recorded lecture will be available on Moodle for a period of (ca.) one week. Students are not allowed to download, to forward, or distribute the videotaped lecture. Any transgressions of proprietary rights will be prosecuted. We do not hold any liabilities for technical problems and cannot guarantee that each session will be videotaped.

## 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*, 3rd edition, Sage, published in May 2016.
- Baker and Hart, *The Marketing Book*, 7th edition, Routledge, published in April 2016.

For further readings and a more management-oriented perspective on marketing, the following textbooks can be used:

- Armstrong and Kotler, *Marketing: An Introduction*, Pearson Education (all editions from the past five years).
- Kotler and Armstrong, *Principles of Marketing*, Pearson Education (all editions from the past five years).
- Homburg, Kuester, and Krohmer, *Marketing Management. A Contemporary Perspective*, McGraw-Hill (all editions from the past ten years).

## Overview of schedule and outline of lectures:

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
17.04.-21.04.2023	24.04.-28.04.2023	01.05.-05.05.2023	08.05.-12.05.2023	15.05.-19.05.2023	22.05.-26.05.2023	29.05.-02.06.2023
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	Services Marketing 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