# Business Program in English

**Program Coordinator:** [Prof. Dr. vom Kolke](mailto:prof.dr.vomkolke@oth.de)

## Module Title
Principles of Marketing and Marketing Research

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Hours per week</th>
<th>Duration</th>
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<tbody>
<tr>
<td>PMR</td>
<td>4</td>
<td>1 Semester</td>
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<tr>
<th>Module Instructor</th>
<th>Lecture type</th>
<th>Pre-requisite(s)</th>
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<tbody>
<tr>
<td>Prof. Dr. Urban</td>
<td>Interactive seminar with group exercises</td>
<td>none</td>
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### Objectives
- Develop an understanding of the forces facing marketers in the market place.
- Recognize the need for consumer orientation on the part of all employees in a firm.
- Understand a customer-driven marketing strategy.
- Take a joint view of marketing mix and how it’s elements are interlinked.
- Have a basic understanding of marketing research, how it is implemented and what kinds of information it can provide.

### Content
Marketing and Marketing Research analyzes the role and contributions of marketing/marketing research within a corporation;
- Marketing strategy and the elements of the marketing mix (the 4 P’s):
  - Product (Product development/Life cycle)
  - Price (Pricing strategies)
  - Promotion (Marketing communication)
  - Place (distribution channels)
- Market segmentation/ Target markets
- The marketing research process
- Market research design (i.e. exploratory vs. quantitative, primary vs. secondary)
- Analyzing Marketing Data

Teaching style is an integration of lecture and class participation, with exercises designed to exemplify key concepts.

### Grading/Evaluation
- to be determined

### ECTS-Credits
- 5

### Text book/teaching material
- e.g.
  - Kotler, Ph., et al., Principles of Marketing, Prentice Hall, latest ed.