Module number  | Module title  | Code | Semester | Number of WSH | Module offered  
---|---|---|---|---|---
24 - 26 | Specialised Elective Module: Marketing Planning (Marketing Planung) | MPL | 4/5, 6, 7 | 4 | Changing Catalogue. Details can be found online (faculty web page).

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>Mitteldorf, Dipl. Kfm.</td>
<td>Seminar-style tuition</td>
<td>1 Semester</td>
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<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
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<tr>
<td>Mitteldorf, Dipl. Kfm.</td>
<td>Elective</td>
<td>English</td>
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Access requirements

Course segment 2

Applicants should have a basic understanding of business and marketing management.

Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students acquire a clear understanding of the key success factors for marketing management and the main planning tools in nowadays business life and learn how to develop and present a successful marketing plan.

**Method skills**

Students get familiarized with a step by step approach to independently develop and present a successful marketing plan. They acquire the skills to:

1. Analyse any given market environment for an offering (market description, size and segmentation, development and trends, regulations and requirements, competitive landscape)
2. Define a reasonable target market (customer targeting, roles, needs and decision process)
3. Formulate critical success factors and objectives (metric and timelines)
4. Formulate a strategy based on a sound market analysis and customer targeting (positioning)
5. Develop strategies for a successful commercialization (product & branding, services, pricing & incentives, distribution and communication)
6. Outline the specific activities involved in the execution (organizational infrastructure, business processes, setting the implementation schedule)
7. Forecast an offering (forecast and budget)
8. Monitor the progress towards defined goals and objectives (performance indicators)

**Social skills**
Student develop an appreciation of marketing planning as clearly defined strategies based on a sound analysis in combination with a good personal performance presenting them.

**Personal skills**
Students have the skills they require to cope with the challenges encountered in planning any given offering.

**Content**
- The framework for marketing management
- The planning process in nowadays business life
- The basics of strategical and operational marketing
- The key components of a marketing plan
- A step by step approach for the development and presentation of a successful marketing plan
- Note on the subject implementation & monitoring

**Literature**

**Required reading**
-  

**Recommended reading**

**Teaching and learning methods**
Seminar-style tuition with exercises and group work

**Type of examination/Requirements for the award of credit points**
Preparation and presentation of a marketing plan (group work)

**Other information**
Max 24 students
Self-commitment to work groups is mandatory!
Registration necessary. Details can be found online (faculty web page).
Lecture Times: Will be released in the schedule and online via WebUntis.

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<tr>
<th>ECTS-Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tr>
<td>5</td>
<td>150 hours</td>
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