<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>11.2 b)</td>
<td>Institutional Aspects of Marketing</td>
<td>IAM</td>
<td>2</td>
<td>4</td>
<td>every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(summer semester)</td>
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<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>Prof. Dr. Schuckmann</td>
<td>Seminar tuition</td>
<td>1 Semester</td>
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<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
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<tbody>
<tr>
<td>Prof. Dr. Schuckmann</td>
<td>Elective</td>
<td>English</td>
</tr>
<tr>
<td>Major Management and Marketing</td>
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**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- **Competence level 1 (awareness):** cursory awareness of simple structures, only previously learned knowledge is tested
- **Competence level 2 (comprehension):** basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- **Competence level 3 (deep understanding and application):** deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

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

**Subject skills**

The students know international research results on Service and Digital Marketing at an advanced level (2) and can apply this to concrete case examples (3). They dispose of them by dealing with the goals and methods of service and digital marketings (3). They are capable of management tasks in the field of Marketing a service management company (3) and applying Digital Marketing skills (3).

**Social skills**

The students master basic definitions, models, methods and concepts of Business Administration in general and service as well as Service and Digital Marketing in particular (2). They have the ability to develop knowledge systematically as well as in a concrete practice situation (3).

**Method skills**

The students are enabled for an informed judgment, to self-determination and to co-design professional challenges (3). Their ability to raise their opinion in decision making processes is strengthened (3) and they are able to present their reasoning to different the target groups. Students are aware of the need (3).
Students will be aware of the consequences of their planning and organisational decisions (2) and can incorporate them in a personal value concept (3).

Content
The course consist of two parts:
- Service Marketing
- Digital Marketing

Service Marketing part
1. Special features of Service Marketing
2. Concepts and theoretical foundations of Service Marketing
3. Strategic Service Marketing
4. Quality management in the service sector
5. Marketing Mix in Service Marketing
6. Strategy implementation and controlling
7. International service Marketing
8. Case Studies

Digital Marketing part
1. Social Media Marketing
2. Online-PR
3. Strategic Online Marketing
4. Viral Marketing
5. Mobile Marketing
6. SEO/SEA
7. Content Marketing

Literature
Zeithaml, V. A., Bitner, M. J., and Gremlle, D. D., Services Marketing
Grönroos, C., Service Management and Marketing: Customer Management in Service Competition
Palmer, A., Principles of Service Marketing
Chaffey, D., Digital Marketing
Hanlon, A., Digital Marketing - Strategic Planning & Integration
Each in their latest edition

Teaching and learning methods
Seminar-style tuition (based on peer-to-peer learning) with exercises and case studies

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Portfolio – for details refer to the course scheme</th>
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<tbody>
<tr>
<td>ECTS Credits</td>
<td>5</td>
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<tr>
<td>Workload</td>
<td>150 hours</td>
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<tr>
<td>Contact/attendance time: 60 h</td>
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<tr>
<td>Additional work: 90 h</td>
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<tr>
<td>Weighting of the grade in the overall grade</td>
<td>1</td>
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