University of St.Gallen

Course and Examination Fact Sheet: Spring Semester 2020

4,100: Marketing

ECTS credits: 4

Overview examination/s

(binding regulations see below)
Central - Written examination (75%, 90 mins.)
Decentral - Group examination paper with presentation (all given the same grades) (25%)

Attached courses

Timetable -- Language -- Lecturer
4,100,1.00 Marketing -- Englisch -- Vogt Dennis , Gollnhofer Johanna Franziska
4,100,2.01 Marketing: Exercises and Independent Studies (Consumer Goods and Food Industry), Group 1 -- Englisch -- Betz Michael
4,100,2.02 Marketing: Exercises and Independent Studies (Platform and Apps), Group 2 -- Englisch -- Scharfenberger Philipp
4,100,2.03 Marketing: Exercises and Independent Studies (Industrial Goods), Group 3 -- Englisch -- Weibel Michael
4,100,2.04 Marketing: Exercises and Independent Studies (Consumer Electronics), Group 4 -- Englisch -- Gollnhofer Johanna Franziska

Course information

Course prerequisites

3rd semester bachelor

Learning objectives

The learning objectives are defined as the following:

- understanding of the basic ideas of marketing

- understanding of different customer groups (e.g. BtoB versus BtoC) and purchase processes

- usage of different methodes and approaches to analyzing customers, markets and industries

- understanding of the marketing concept (including growth strategies, task oriented approach, positioning and marketing-mix)

- understanding the function of the brand in the marketing process

- in excercises: application of learned concepts to practice cases

Course content

The aim of this course on the bachelor level is to convey a comprehensive and practice-oriented basic marketing knowledge to the students. Afterwards, the participants should be able to come to grounded decisions in order to solve problems in the discourse of marketing management. At the same time, this subject is an obligatory basis for the master level.

Course structure

The lecture focuses on the strategic aspect of marketing (introduction to the discipline of marketing, fundamentals of marketing information, consumer behavior, brand management and strategic marketing). The acquisition of the theoretical background considering the single instruments of the marketing-mix and their interaction is the main focus of the independent studies. The purpose of the exercise is to deepen the contents of the lectures and the independent studies. With case studies of different

industries, a sensitization for substantial questions of marketing should be achieved and the development of company-specific solutions should be facilitated.

Course literature

Basic literature for the course and the exercises:

Tomczak, T., Reinecke, S. & Kuß, A., (2018). *Strategic Marketing, Market-Oriented Corporate and Business Unit Planning*, Wiesbaden: SpringerGabler.

Kuss, A. (2009): *Grundzüge des Käuferverhaltens*, in: Kuss, A.: Marketing-Einführung (4.Aufl.) Wiesbaden: Gabler. (Translated)

Tomczak, T./Brexendorf , T. O. (2005): *Markenmanagement*, Working Paper.

Tomczak, T./Reinecke, S./ Mühlmeier, S. (2004): *The task-oriented Approach*, Working Paper.

Additional course information

Important Information:

Midterm-Exam: The final exam will be held as a centrally-organised midterm-exam on April 18, 2020. You will have to register for the exam on Compass. The registration period runs from March 19 to March 26, 2020 (CW 12 to 13).

Note: This course will be held in English, i.e. the examination will be in English as well.

Note: In regard to your assistance at the required writing in this course: The course "Schreiben in der Betriebswirtschaft" will be offered in the contextual studies. This course promotes the skills that are expected in the writings of the core subject studies.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form
Central - Written examination (75%, 90 mins.)

Remark
Centrally-organised midterm-exam

Examination-aid rule
Extended Closed Book
The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

Examination languages
Question language: English
Answer language: English

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2. Examination sub part (2/2)

Examination time and form
Decentral - Group examination paper with presentation (all given the same grades) (25%)

Remark
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Examination-aid rule
Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2017), Lern- und Arbeitsstrategien (12th ed., Cornelsen Schweiz).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2018, Juristisches Arbeiten: Eine Anleitung für Studierende (6. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

Examination languages
Question language: English
Answer language: English

Examination content

Written Exam: Contents of the lecture, the exercises and the independent studies are relevant for the written exam. The exam is a centrally-organised midterm-exam. Students have to register for the exam between March 19 and March 26, 2020.

Group Project: The group project serves as a medium to deal with the contents of the independent studies. The topics will be distributed in one of the sessions of the exercises. Here, the students have to pay special attention to the remarks of the exercise lecturer

*The online timetable is applied.

Examination relevant literature

Tomczak, T., Reinecke, S. & Kuß, A., (2018). *Strategic Marketing, Market-Oriented Corporate and Business Unit Planning*, Wiesbaden: SpringerGabler.

Kuss, A. (2009): *Grundzüge des Käuferverhaltens*, in: Kuss, A.: Marketing-Einführung (4.Aufl.) Wiesbaden: Gabler. (Translated)

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Additionally, the lecture notes including the case studies and further material mentioned during the course are relevant for the exam.

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Please note

Please note that this fact sheet alone is binding and has priority over any other information such as StudyNet (Canvas), personal databases or faculty members' websites and information provided in their lectures, etc.

Any possible references and links within the fact sheet to information provided by third parties are merely supplementary and informative in nature and are outside the University of St.Gallen's scope of responsibility and guarantee.

Documents and materials that have been submitted no later than the end of term time (CW21) are relevant to central examinations.

Binding nature of the fact sheet:

- Information about courses and examination time (central/decentral) and examination typestarting from the beginning of the bidding on 23 January 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for decentral examinations after the 4th semester week on 16 March 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for central examinations as from the starting date for examination registration on 6 April 2020

Please consult the fact sheet again after these deadlines have expired.