University of St.Gallen

7,051: Customer Value and Communication Management I

Subject information

ECTS-Credits: 6

Attached courses

Timetable	Language	Lecturer
7,051,1.00 Customer Value and Communication Management I	**English**	**Reinecke Sven, Schögel Marcus**
7,051,2.00 Customer Value and Communication Management I: Exercises and Independent Studies	**English**	**Henkel Sven Michael**

Course information

Course prerequisites

Course content

The learning objectives are defined as the following:

- Understand Customer Value as a valuable marketing approach
- Understand the following marketing concepts: segmenting, targeting, positioning
- Get to know the task-oriented approach and be able to use it
- Combine configuration with communication of products and services
- Get to know extended knowledge for pricing strategies in marketing
- Understand the basics of cooperation
- Get to know the main ideas about business model innovation

Methods:

- Lectures with examples and best practices
- Combination of international students, knowledge exchange between students
- Deeper understanding of topics in exercises and independent studies (see also studynet 2.0)
- study trip enables an understanding for current market situation and business challenges; additionally students are welcome to get in touch with managers of the companies during the trip

Course structure

The lecture emphasizes especially the theoretical aspects of customer value. In the exercises students can enhance their knowledge by examples and case studies. Students are expected to participate in class, especially in the exercises. The preparation for the case studies in groups is recommended! The independent studies convey self-discipline.

Course Schedules

(Please check for schedule or room changes on **www.stundenplan.unisg.ch**)

Customer Value I (english) Lectures FS 2012

Program

Date	Time/ Location	Topic	Speaker

17.09.12	tbd	Kick-off Day	Prof. Dr. Sven Reinecke Prof. Dr. Marcus Schögel
24.09.12	08.15-10.00 10.15-12.00 09-110	Segmenting, Targeting, Positioning I Positioning in the Airline Industry (Room nr. tbd)	Prof. Dr. Marcus Schögel Rob Britton (American Airlines)
01.10.12	08.15-10.00 09-110	Segmenting, Targeting, Positioning II	Prof. Dr. Marcus Schögel
08.10.12	08.15-10.00 09-110	Task-Oriented Approach I	Prof. Dr. Sven Reinecke
15.10.12	08.15-10.00 09-110	Task-Oriented Approach II	Prof. Dr. Sven Reinecke
22.10.12	08.15-10.00 09-110	Configuration: Products & Services	Prof. Dr. Sven Reinecke
12.11.12	08.15-10.00 09-110	Communication: Products & Services	Prof. Dr. Marcus Schögel
19.11.12	08.15-10.00 09-110	Guest Speaker	tbd
26.11.12	08.15-10.00 09-110	Pricing I	Prof. Dr. Sven Reinecke
03.12.12	08.15-10.00 09-110	Pricing II	Prof. Dr. Sven Reinecke
10.12.12- 11.12.12		Study Trip to Munich	
10.12.12	08.15-10.00 (tbd)	Cooperation (during study trip)	Prof. Dr. Marcus Schögel
17.12.12	08.15-10.00 09-110	Business Model Innovation	Prof. Dr. Marcus Schögel
19.12.12	10.00-12.00 01-013	Exam	

Customer Value I (english) Exercises FS 2012

Program

Date	**Time/ Location**	**Topic**	**Speaker**
03.10.12	8.15-10.00 10.15-12.00 10.15-12.00	Segmenting, Targeting, Positioning	Prof. Dr. Marcus Schögel Prof. Dr. Marcus Schögel Prof. Dr. Sven Henkel
17.10.12	8.15-10.00 10.15-12.00 10.15-12.00	Task Oriented Approach	Prof. Dr. Sven Reinecke Prof. Dr. Sven Reinecke Prof. Dr. Sven Henkel
14.11.12	8.15-10.00 10.15-12.00 10.15-12.00	CRM	Prof. Dr. Marcus Schögel Prof. Dr. Marcus. Schögel Prof. Dr. Sven Henkel
21.11.12	8.15-10.00 10.15-12.00 10.15-12.00	Products & Services	Prof. Dr. Sven Reinecke Prof. Dr. Sven Reinecke Prof. Dr. Sven Henkel
28.11.12	8.15-10.00 10.15-12.00 10.15-12.00	Pricing	Prof. Dr. Sven Reinecke Prof. Dr. Sven Reinecke Prof. Dr. Sven Henkel
12.12.12	8.15-10.00 10.15-12.00 10.15-12.00	Cooperations	Prof. Dr. Marcus Schögel Prof. Dr. Marcus. Schögel Prof. Dr. Sven Henkel

19.12.12	10.00-12.00 01-013	Exam	

Course literature

- Selected Literature
- Booklet (sold separately in November)
- Presentations in the lectures and exercises
- Content in both lectures and exercises are relevant for the exam
- Students are expected to prepare the exercise cases in groups

Course additional information

- Note: This course will be held in English, i.e. the examination will be in English as well. The same course will also be offered in German with a German examination, see no. 7,050.

  To register in the courses **Customer Value and Communication Management I , Consumer Behaviour und Market Research as well as Customer Value and Communication Management II,** you must follow the special application procedure. If you wish to complete the program in english, please send a correspondent message to the e-mail msc@unisg.ch with the subject "MSC-english special application procedure".

Information about the Examination

Examination type

decentral - Written examination (100%, 120 mins.)

Examination aids

Closed Book

The following rules apply to all examinations irrespective of requirements and use:

- A simple pocket calculator is admissible (for the definition of simple pocket calculators incapable of communication, cf. general regulations concerning examination aids of 14 December 2010 and note the "Pocket calculators" fact sheet). Any other EDP and electronic means of communication such as notebooks, PDAs and mobile telephones, etc., are inadmissible.
- A bilingual dictionary (without handwritten notes) may be used if the examination questions and/or answers are not in the candidate's native language. Electronic dictionaries are inadmissible.
- The procurement of these examination aids is exclusively the students' responsibility.
- No other examination aids are admissible.

Question language: **English**
Answer language: **English**

Examination content

All contents of the lectures, exercises and independent studies are relevant for the examination.

Note: All questions should be send to the course assistant at least 2 days before the last lecture. These questions will be answered in the last lecture. Questions that arrive later than this date will not be answered due to fairness.

Exam-relevant literature

- Selected Literature
- Booklet (sold separately in November)
- Presentations in the lectures and exercises

Attention please:

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc.

When will the fact sheets become binding?
Information about courses and examination type (central/decentral and grading form): from the start of the bidding process on 23 August 2012
Information about decentral examinations (examination aids, examination content, exam-relevant literature): after the 4th semester week on 15 October 2012
Information about central examinations (examination aids, examination content, exam-relevant literature): from the start of the enrolment period for the examinations on 5 November 2012

Please look at the fact sheet once more after these deadlines have expired.