wir826 - Sectoral, Functional and Institutional Approaches to Marketing

Module label
Sectoral, Functional and Institutional Approaches to Marketing

Module code
wir826

Credit points
6.0 KP

Workload
180 h

Used in course of study
- Master's Programme Business Administration, Economics and Law > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Informatics > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management > Additional Modules

Contact person
Thorsten Raabe

Entry requirements

Skills to be acquired in this module
- The students should be enabled
  - to adapt the marketing concept to sectoral, functional and institutional specifics,
  - to apply specific concepts and methods of marketing in a problem-oriented way and to be able to reflect their conditions and limitations,
  - to develop and present your own conceptual designs in a team.

Module contents
Marketing initially started as a producer-oriented concept and in recent years has developed as an universal approach to influence market transactions. Against this background institutional, functional and sectoral fields of application inspired the formulation of sophisticated marketing approaches, like e.g. marketing of non-profit-organisations, strategic marketing, or service marketing. The course presents the specific nature of the different fields of application and relevant consequences for marketing planning. Given the recent inflation of "hyphenated conceptions" of marketing, a reasoned diagnosis as to marketing's core identity is put forth. To this end, perspectives of transfer and integration between the approaches will be developed, that measure up to state-of-the-art theoretical as well as practical demands towards marketing as a universal market-oriented way of managing businesses. This course is divided into a preparatory seminar and an educational workshop towards the end of the term. The latter unit allows case study and role play as well as the presentation student work and boosts social competences irrespective of subject matter.

Reader's advisory

Links
Language of instruction
German
Duration (semesters)
1 Semester
Module frequency
jährlich
Module capacity
unlimited
Reference text
The module consists of a preparatory period (approximately 4 sessions on campus) as well as one educational workshop outside of Oldenburg

Modullevel
je nach Studiengang Pflicht oder Wahlpflicht

Lern-Lehrform / Type of program

Vorkenntnisse / Previous knowledge

Examination
Time of examination
during term

Course type
Comment
SWS
Frequency
Workload attendance
Lecture
2.00
examination paper and presentation
28 h
Tutorial
2.00
28 h
Seminar
0 h

Total time of attendance for the module
56 h