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:
Module responsibility: Thorsten Raabe

Authorized examiners:
- Die im Modul Lehrenden

Entry requirements:
Skills to be acquired in this module:
- 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 a 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 presentation student work and boosts social competences irrespective of subject matter.

Reader's advisory:

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

Module level:
- je nach Studiengang Pflicht oder Wahlpflicht

Lern-/Lehrform / Type of program:
Vorkenntnisse / Previous knowledge:

Examination:
Final exam of module
Time of examination: during term
Type of examination: examination paper and presentation

Course type:
- Lecture
  Comment: 2.00
  Frequency: 28 h
  Workload attendance: 28 h

- Tutorial
  Comment: 2.00
  Frequency: 28 h
  Workload attendance: 28 h

- Seminar
  Comment: 0 h
  Frequency: 0 h
  Workload attendance: 0 h

Total time of attendance for the module: 56 h