

## Module Catalogue | Modulhandbuch (SPO 2012)



## Master in International Marketing (M.A.)

**Summer Semester 2019**

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Updated: March 2019

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List of abbreviations

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/	„oder“ / „or“
,	„und“ / „and“
;	„und/oder“ / „and/or“
B-IB	Bachelor in International Business
B-IBT	Bachelor in International Business and Technology
ECTS	European Credit Transfer and Accumulation System
KI	Klausur/ Examinations
Kol	Kolloquium / Colloquium
LN	studienbegleitender Leistungsnachweis/ Achievement test
LP	Leistungspunkte /Credits
MA	Masterarbeit / Master Thesis
M-IFE	Master in International Finance and Economics
M-IMA	Master in International Marketing
mdIP	mündliche Prüfung/ Oral examination
mE	mit Erfolg abgelegt/ Passed
Ref	Referat / Presentation
S	Seminar/ Seminar
schrP	schriftliche Prüfung / Written Examination
SPO	Studien- und Prüfungsordnung/ Study Regulations
StA	Studienarbeit / Assignment paper
SU	Seminaristischer Unterricht/ Lecturers in seminar style
SWS	Semesterwochenstunden / Weekly hours per semester
TN	Teilnahmenachweis / Attendance required
WPF	Wahlpflichtfach

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# 1 Overview

## 1.1 Mandatory & Elective Courses

Modules	Sub modules	SWS	Examination	Duration	ECTS
1. Analysis of and Access to International Markets	International Marketing Research	4	schrP	90	6
	Cross-Cultural Marketing	2	KI/ Ref/ StA / KI	60, 20	3
2. Creation of International Market Offers	Business to Business Marketing – Applied Project	4	KI / Ref/ StA	60, 20, 20, 20	6
	B-to-B Applied Research Project - Theory	2	KI/ Ref/ StA	60, 20	3
3. International Marketing Tools	Applied Quantitative Methods	2	SchrP/ StA	90,20, 20	6
	SPSS	2	StA/ Ref	20, 15	3
4. Industrial Product and Market Development	Applied Business Development Project	4	Ref/ StA	20, 20	6
	Product and Market Development - Theory	2	SchrP	90	3
5. General Studies and Thesis	Business Ethics	2	Ref, StA/KL		3
	Master Seminar		Ref/ Kol	20, 20	3
	Master Thesis		MA		24
		<b>26</b>			<b>66</b>
6. Electives in International Marketing		<b>16</b>	KI/ Ref/ Kol /StA	90, 20, 20	<b>24</b>
<b>Total</b>		<b>42</b>			<b>90</b>

## 2 Module Descriptions

### 2.1 Mandatory Modules

#### 2.1.1 Module 1: Analysis of and Access to International Markets

<b>Semester</b>	1.- 3. Semester
<b>Credit points</b>	9 ECTS
<b>Total Workload</b>	270 hrs.
<b>Module Type</b>	Mandatory

##### 2.1.1.1 Submodule 1.1: International Marketing Research

<b>Lecturer</b>	Prof. Dr. Margo Bienert
<b>Credit points</b>	6 ECTS
<b>Total Workload</b>	180 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Written exam (90min)., presentations (15-45 min.) and written report (1:1:1)
<b>Prerequisites</b>	Basics in Marketing
<b>Qualification targets</b>	<p>Knowledge about the methods and uses of (international) marketing research.</p> <p>Develop the ability to draft a marketing research concept including</p> <ul style="list-style-type: none"> <li>- objectives, including management decision problems and deduced market research problems</li> <li>- hypothesis phrasing (and zero-hypothesis)</li> <li>- sampling</li> <li>- research methods and research designs</li> <li>- Methods of information gathering.</li> </ul> <p>Students will be able to distinguish between management decision and market research problems; they will be able to phrase suitable and feasible research hypothesis, they know different sampling methods and their limitations, they understand different research methods and designs and apply some, e.g. questionnaire design and their close link to analytical possibilities; they are aware of the interdependence between models and methods (e.g. quantitative and qualitative research and analysis methods).</p> <p>Students are trained to draft one research plan, including a possible timeline from management decision problems and derived research problems to analysis and presentation of findings.</p>

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<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"><li>■ Definition of marketing research, the marketing research process and developments within the marketing research industry (outsourcing and specialization)</li><li>■ Definition of the research problem and determination of research objectives</li><li>■ Different research designs</li><li>■ Secondary versus primary data</li><li>■ Observations, focus groups, in-depth interviews and other qualitative methods</li><li>■ Data collection methods</li><li>■ Questionnaire design</li><li>■ Determining and selecting a sample</li><li>■ Field work, non-responses, screening</li><li>■ Basics on analysis models</li></ul>
<b>Teaching and learning method</b>	<p>Introductory lectures, group works and classroom discussions. Project work and case studies (as suitable) will be applied throughout the class to further access and understanding</p>
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"><li>■ Marketing Research, Malhotra, N.; 6<sup>th</sup> ED, 2010</li><li>■ Marketing Research, European Edition, Malhotra, N.; Birks, D.; 3<sup>rd</sup> ED, 2007</li><li>■ International Marketing Research, Craig, S.; Douglas, S.; 2<sup>nd</sup> ED, 2000</li><li>■ Surveys in Social Research, de Vaus, D.; 5<sup>th</sup> ED, 2002</li><li>■ Questionnaire Design, Interviewing and Attitude Measurement, Oppenheim, A.N.; New Edition 2002</li><li>■ Marketing Research, Kent, R.; 2007</li></ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"><li>■ 22 hrs. Contact Hours</li><li>■ 24 hrs. Preparations of classes, mandatory reading.</li><li>■ 50 hrs. Preparation of research plans to be discussed in class</li><li>■ 60 hrs. Preparation for examinations/of seminar papers/presentations</li><li>■ 24 hrs. Post processing of the lecture</li></ul> <p>Total workload: 180 hrs/ 6 ECTS</p>

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### 2.1.1.2 Submodule 1.2: Cross- Cultural Marketing

<b>Lecturer</b>	Prof. Dr. Margo Bienert
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Presentation (15-45 min.) and paper (1:1)
<b>Prerequisites</b>	Basics in Marketing
<b>Qualification targets</b>	<p>Understand the meaning of different cultures for marketing, especially differences between cultures (not only, but also nations). Understand consequences different cultures may / should have on marketing-strategies, marketing-mix, marketing-actions (especially the "four Ps") and marketing-research across different cultures.</p> <p>Students know about the difference between „cultural“ and „national“ aspects.</p> <p>Students know Hofstede's, Malinowski's and Hall's approach to cultures.</p> <p>Students know about cultural drivers of buying processes, buying decisions and consumer preferences.</p> <p>Students know about cultural aspects of sub-segments within a market segment.</p> <p>Students know how to research and evaluate different key buying decision drivers for a specific cultural setting, they are able to adapt the marketing-strategy and marketing-mix to specific marketing research results or a specific situation – or they know what steps would be needed to be able to do so.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Hofstede's concept of culture</li> <li>■ Malinowski's, Hall's and Schein's concepts of culture</li> <li>■ Buying processes and consumer preferences, cross-cultural consumer behavior</li> <li>■ Learning concepts across cultures</li> <li>■ Local consumers and globalization of consumption and offers</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, group works and classroom discussions. Project work and case studies (as suitable) will be applied throughout the class to further access and understanding
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Marketing Across Cultures, Usunier, J.-C.; 4<sup>th</sup> ED, 2005</li> <li>■ Culture's Consequences, Hofstede, G.; 2<sup>nd</sup> ED, 2003</li> <li>■ Scientific Theory of Culture and Other Essays, Malinowski, B.; Routledge, 1<sup>st</sup> ED, 2001</li> <li>■ Marketing Across Cultures, Trompenaars, F.; Woolliams, P.; 1<sup>st</sup> ED, 2004</li> </ul>

## 2.1.2 Module 2: Creation of International Market Offers

<b>Semester</b>	1.- 3. Semester
<b>Credit points</b>	9 ECTS
<b>Total Workload</b>	270 hrs.
<b>Module Type</b>	Mandatory

### 2.1.2.1 Submodule 2.1: Business- to- Business Marketing

<b>Lecturer</b>	Prof. Dr. Margo Bienert
<b>Credit points</b>	6 ECTS
<b>Total Workload</b>	180 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	Presentations (15-45 min.)
<b>Prerequisites</b>	Basic knowledge in Marketing, controlling and planning
<b>Qualification targets</b>	<p>Understanding of the opportunities and methods on how to develop sustainable marketing- and sales-relations with international B2B customers. Differences between B2B and B2C Marketing- and Sales Concepts.</p> <p>Students will be able to develop a marketing plan for B2B marketing and sales projects. They understand the different steps involved, the iterative process behind it (leaguig loops with in the marketing planning process) and know about the need of information processing and marketing controlling. By studying various models and processes of B2B marketing planning, students are able to understand, structure and write a B2B marketing plan based on which they are able to evaluate a proposed marketing project systematically and thus improve the quality of marketing decision making. Students are trained to write one full marketing plan on a B2B marketing project. They are able to answer questions on this matter comprehensively.</p>

<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Organizational / B2B procurement and marketing decision making (processes)</li> <li>■ Marketing research and information management in international B2B environments</li> <li>■ Buying Center and Team Selling Approaches</li> <li>■ Innovation and product development in B2B settings, especially “outsourcing” and “cooperation” and “co-opetition” strategies</li> <li>■ B2B marketing plan</li> </ul>
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<b>Teaching and learning method</b>	Introductory lectures, group works and classroom discussions. Project work and Case studies (as suitable) will be applied throughout the class to further access and understanding
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"><li>■ Business Marketing; Bingham, F; Gomes, R., Knowles, P.; 3<sup>rd</sup> Ed., 2005</li><li>■ Business Marketing Management; Hutt, M; Speh, Th.; 10<sup>th</sup> ED, 2010</li><li>■ B2B Brand Management; Kotler, Ph.; Pfoertsch, W.; 1st ED, 2006</li><li>■ Getting to Yes; Fisher, R.; Uri, W; Revised ED, 2011</li><li>■ Additional articles, papers as relevant</li></ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"><li>■ 24 hrs. Contact Hours</li><li>■ 60 hrs. Preparations of classes, mandatory reading.</li><li>■ 48 hrs. Preparation of presentations</li><li>■ 24 hrs. Preparation for examination</li></ul> Total workload: 180 hrs/ 6 ECTS

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### 2.1.2.2 Submodule 2.2: Business-to-Business – Applied Research Project

<b>Lecturer</b>	Prof. Dr. Margo Bienert
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	Intermediate written exam
<b>Prerequisites</b>	Basic knowledge in Marketing, controlling and planning
<b>Qualification targets</b>	<p>Understanding of the opportunities and methods on how to develop sustainable marketing- and sales-relations with international B2B customers. Differences between B2B and B2C Marketing- and Sales Concepts.</p> <p>Students will apply the B2B concepts discussed in the development of a marketing plan: they know how to write a full presentation of a marketing plan including B2B marketing strategies and actions, P+L, and controlling</p> <p>They understand the different steps involved, the iterative process behind it (learning loops with in the marketing planning process) and know about the need of information processing and marketing controlling. They are able to apply this knowledge for their own project (theory – praxis transfer know-how). By applying various models and processes of B2B marketing planning, students are able to understand, structure and write a B2B marketing plan based on which they are able to evaluate a proposed marketing project systematically and thus improve the quality of marketing decision making. Students are trained to write one full marketing plan on a B2B marketing project. They are able to answer questions on this matter comprehensively.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Purpose of a (international) B2B marketing plan Marketing, different addressees</li> <li>■ Structure of a marketing plan</li> <li>■ Focus and balancing the key content and key messages of a marketing plan</li> <li>■ Buying Center and Team Selling approaches and their effects on marketing actions and P+L and controlling</li> <li>■ B2B marketing plan executive summary</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, group works and classroom discussions. Project work and Case studies (as suitable) will be applied throughout the class to further access and understanding
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Business Marketing; Bingham, F; Gomes, R., Knowles, P.; 3<sup>rd</sup> Ed., 2005</li> <li>■ Business Marketing Management; Hutt, M; Speh, Th.; 10<sup>th</sup> ED, 2010</li> <li>■ B2B Brand Management; Kotler, Ph.; Pfoertsch, W.; 1st ED, 2006</li> </ul>
<b>Workload in full hours</b>	■ 18 hrs. Contact Hours

(= 60 minutes)

- 18 hrs. Preparations of classes, mandatory reading.
  - 30 hrs. Preparation of presentations
  - 24 hrs. Post Processing of the lecture
- Total workload: 180 hrs/ 6 ECTS
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### 2.1.3 Module 3: International Marketing Tools

<b>Semester</b>	1.- 3. Semester
<b>Credit points</b>	9 ECTS
<b>Total Workload</b>	270 hrs.
<b>Module Type</b>	Mandatory

#### 2.1.3.1 Submodule 3.1: Applied Quantitative Methods

<b>Lecturer</b>	Maksim Negorozhin
<b>Credit points</b>	6 ECTS
<b>Total Workload</b>	180 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	Written exam (90min).
<b>Prerequisites</b>	Basics in Marketing
<b>Qualification targets</b>	<p>Introduce students how to apply statistics to answer the objectives of research. Theoretical knowledge about statistical procedures and programs is combined with practical experiences of project work.</p> <p>During the course, students will learn how to apply statistic software programs to answer the objectives of research. The course focuses on the understanding in each analyzing procedure by using statistic formula, statistic software program, and on interpreting results from estimated value and hypothesis tests. This course covers fundamental statistics, estimation and hypothesis testing by employing Crosstabs, Anovas, correlation analysis and regression.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Research process and SPSS basics</li> <li>■ Frequency distribution and dispersion</li> <li>■ Sampling and exploring assumptions</li> <li>■ Analyzing categorical data</li> <li>■ Analyzing variances</li> <li>■ Correlation and regression</li> <li>■ Multidimensional analysis</li> </ul>
<b>Teaching and learning method</b>	<p>Introductory lectures, presentations and classroom discussions. Students will be introduced to main statistical and SPSS procedures. They will learn how to use statistical procedures in real project work studies by developing questionnaires and analyzing the responding data.</p>

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**Literature (Excerpt)**

- Field, A.: Discovering statistics using SPSS, 2009
- Bryman, A./Cramer, D.: Quantitative data analysis with SPSS, 2009
- Tabachnik, B./Fidell, L.: Using multivariate statistics, 2007.

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**Workload in full hours  
(= 60 minutes)**

- 22 hrs. Contact Hours
  - 24 hrs. Preparations of classes, mandatory reading.
  - 48 hrs. Preparation for examination
  - 24 hrs. Post Processing of the lecture
- Total workload: 180 hrs/ 6 ECTS
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### 2.1.3.2 Submodule 3.2: SPSS

<b>Lecturer</b>	Maksim Negorozhin
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	Presentations (15-45 min.)
<b>Prerequisites</b>	Basics in Marketing
<b>Qualification targets</b>	During the course, students will learn how to apply statistic software programs to answer the objectives of research. The students will learn about important options in dialog boxes, how to interpret the results, as well as how to effectively present the results of statistical analyses to others.
<b>Module Content</b>	The course covers the following topics: <ul style="list-style-type: none"> <li>■ Research process and SPSS basics</li> <li>■ Frequency distribution and dispersion</li> <li>■ Sampling and exploring assumptions</li> <li>■ Analyzing categorical data</li> <li>■ Analyzing variances</li> <li>■ Correlation and regression</li> <li>■ Multidimensional analysis</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, group works and classroom discussions. Project work and Case studies (as suitable) will be applied throughout the class to further access and understanding
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Business Marketing; Bingham, F; Gomes, R., Knowles, P.; 3<sup>rd</sup> Ed., 2005</li> <li>■ Business Marketing Management; Hutt, M; Speh, Th.; 10<sup>th</sup> ED, 2010</li> <li>■ B2B Brand Management; Kotler, Ph.; Pfoertsch, W.; 1st ED, 2006</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 22 hrs. Contact Hours</li> <li>■ 22 hrs. Preparations of classes, mandatory reading.</li> <li>■ 48 hrs. Preparation of presentations</li> <li>■ 24 hrs. Post Processing of the lecture</li> </ul> Total workload: 90 hrs/ 3 ECTS

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## 2.1.4 Module 4: Industrial Product and Market Development

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	9 ECTS
<b>Total Workload</b>	270 hrs.
<b>Module Type</b>	Mandatory

### 2.1.4.1 Submodule 4.1: Applied Business Development Project

<b>Lecturer</b>	Prof. Dr. Ralph Blum
<b>Credit points</b>	6 ECTS
<b>Total Workload</b>	180 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Presentations (15-45 min.), written report (50:50)
<b>Prerequisites</b>	Basics on strategic marketing, growth strategies and portfolio techniques; Sub-module: Product and market development theory
<b>Qualification targets</b>	<p>Understanding how to deal effectively with new business opportunities or ill-structured problems in general; Enhancing long-term business success by lowering the failure-to-success rate of new business ventures. By applying various models and processes of innovation management, students are able to</p> <ul style="list-style-type: none"> <li>■ understand, structure and run through a new product/market development process (nationally and internationally)</li> <li>■ evaluate new business venture systematically</li> <li>■ Improve the quality of milestone decisions within innovation processes.</li> </ul> <p>Students are trained to evaluate and present cases on new business opportunities in oral and in written form. They are able to answer questions on this matter comprehensively</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Definition of any given new business venture case and its related project(s) – especially internationally</li> <li>■ Selection and adaption of appropriate models, tools, methods or schemes to structure and analyze a given business (i.e. product or market) development task</li> <li>■ Collection of information by suitable means of market research, including specifics for international markets</li> <li>■ Evaluation and compiling of findings</li> <li>■ Deduction or creation of solutions on how to approach the business development task</li> </ul>

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	<ul style="list-style-type: none"><li>■ Systematic evaluation of proposed solutions</li></ul>
<b>Teaching and learning method</b>	Project-based group works, classroom discussions, workshops and internal / external presentations of students
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"><li>■ Strategic Market Management, D.A. Aaker / D. McLoughlin, Europ. Ed., 2007</li><li>■ Portfolio Management for New Products, R.G. Cooper / Edgett / E. Kleinschmidt, 2nd edition, 2001</li><li>■ Top oder Flop in der Produktentwicklung, R.G. Cooper, special edition, 2010.</li><li>■ Product Design and Development, K.T. Ulrich / S.D. Eppinger, 4<sup>th</sup> edition, 2008</li><li>■ New Products Management, M. Crawford / A. Di Benedetto, 10<sup>th</sup> edition, 2011</li></ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"><li>■ 24 hrs. Contact Hours</li><li>■ 60 hrs. Preparations of classes, tutorials, project meetings</li><li>■ 24 hrs. Post-processing of project meetings and tutorials</li><li>■ 24 hrs. Tutorials</li><li>■ 48 hrs. Preparation of final presentations and term paper</li></ul> Total workload: 180 hrs/ 6 ECTS

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### 2.1.4.2 Submodule 4.2: Product and Market Development - Theory

<b>Lecturer</b>	Prof. Ralph Blum/ Dr. Volker Bilgram (1 SWS)
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Intermediate written exam (90 min.), Presentation (15-45 min.)
<b>Prerequisites</b>	Basics on strategic marketing, growth strategies and portfolio techniques
<b>Qualification targets</b>	<p>Understanding how to deal effectively with new business opportunities or ill-structured problems in general and in an international setting in particular.</p> <p>Enhancing long-term business success by lowering the failure-to-success rate of new business ventures – especially against an international background.</p> <p>Students will be able to distinguish between well- und ill-structured problems and their altered need of information processing. By studying various models and processes of innovation management, students are able to</p> <ul style="list-style-type: none"> <li>■ understand, structure and run through a new product/market development process</li> <li>■ evaluate new business venture systematically</li> <li>■ Improve the quality of milestone decisions within innovation processes.</li> </ul> <p>Students are trained to evaluate cases on new business opportunities. They are able to answer questions on this matter comprehensively.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Definition of product &amp; market development, diversification, innovation and ill-structured problems</li> <li>■ Critical success factors in new product / market development processes</li> <li>■ Structure of innovation processes, such as e.g. the 'Stage-Gate-Model' from Cooper et al.</li> <li>■ Organizational needs on how to overcome ill-structured (business)problems</li> <li>■ Techniques on how to create and evaluate new ideas and concepts</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, group works and classroom discussions. Case studies (as suitable) will be applied throughout the class to further access and understanding
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Strategic Market Management, D.A. Aaker / D. McLoughlin, Europ. Ed., 2007</li> <li>■ Portfolio Management for New Products, R.G. Cooper / Edgett / E. Kleinschmidt, 2nd edition, 2001</li> <li>■ Top oder Flop in der Produktentwicklung, R.G. Cooper, special edition, 2010.</li> <li>■ Product Design and Development, K.T. Ulrich / S.D. Eppinger, 4<sup>th</sup> edition, 2008</li> </ul>

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- New Products Management, M. Crawford / A. Di Benedetto, 10<sup>th</sup> edition, 2011
  - The Innovator's Dilemma, Clayton M. Christensen, 1997

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**Workload in full hours  
(= 60 minutes)**

- 18 hrs. Contact Hours
  - 18 hrs. Preparations of classes, mandatory reading.
  - 48 hrs. Preparation of presentations and papers
  - 24 hrs. Post Processing of the lecture
  - 30 hrs. Preparation for examination
- Total workload: 90 hrs/ 3 ECTS
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## 2.1.5 General Studies and Thesis

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	30 ECTS
<b>Total Workload</b>	900 hrs.
<b>Module Type</b>	Mandatory

### 2.1.5.1 Submodule 5.1: Business Ethics

<b>Lecturer</b>	Prof. Dr. Margo Bienert
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Intermediate written exam (60 min) and Presentation (20 min) (weight 50:50)
<b>Prerequisites</b>	Basics in Marketing
<b>Qualification targets</b>	<p>Students learn to understand moral and ethical concepts and conduct options. The module aims to improve the quality of (business) decisions and to enhance long-term business success through understanding ethical dilemma, moral philosophy, social responsibility, organizational culture, and special issues in a global economy.</p> <p>Students acquire basic knowledge on ethics and business ethics. Students will be able to recognize and (re-)evaluate the ethical dimensions of business decisions in our competitive global business world. By applying various ethical theories and processes of decision making, students are able to understand, structure and to evaluate the complexity of typical ethical dilemmas in business decisions of our global and multicultural business world. Students are trained to present and evaluate complex topics and sophisticated theories in oral presentation and in written form. They are able to answer questions on this matter comprehensively and can explain relevant interrelationships. They will learn how to address the challenges that organizations are confronted with when trying to do business ethically, to be a good corporate citizen, and to appropriately deal with stakeholder demands.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>- Introduction to Business Ethics</li> <li>- Framing Business Ethics <ul style="list-style-type: none"> <li>o Corporate Social Responsibility</li> <li>o Sustainability</li> <li>o Corporate Citizenship</li> <li>o Stakeholders</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Accountability</li> <li>- Evaluating Business Ethics – Normative Ethical Theories</li> <li>- Making Decisions in Business Ethics – Descriptive Ethical Theories</li> <li>- Managing Business Ethics <ul style="list-style-type: none"> <li>○ Tools &amp; techniques of BE Management</li> <li>○ International Standards of ethical behaviour</li> <li>○ Stakeholder management</li> <li>○ Assessment of Ethical Performance</li> </ul> </li> </ul>
<b>Teaching and learning method</b>	<p>Introductory lectures, group works and presentations of students, classroom discussions and joint evaluations of ethical dilemmas. Students work out the presentations of the various topics of the lecture and are assisted by lecturer in individual group by group coaching.</p> <p>Case studies (as suitable) will be applied throughout the class to further access and understanding of the topic.</p>
<b>Literature (Excerpt)</b>	Crane, A./Matten, D.: Business Ethics, 3rd ed., Oxford 2010. further literature by own research
<b>Workload in full hours (= 60 minutes)</b>	<p>22 hrs. Contact Hours</p> <p>28 hrs. Preparations of classes, mandatory reading</p> <p>30 hrs. Preparation for examinations/of seminar papers/presentations</p> <p>10 hrs. Post processing of the lecture</p> <p>Total workload: 90 hrs/ 3 ECTS</p>

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### 2.1.5.2 Submodule 5.2: Master Thesis

<b>Lecturer</b>	Prof. Dr. Margo Bienert, Prof. Ralph Blum, Prof. Dr. Gabriele Brambach, Prof. Dr. Alexander Hahn, Prof. Dr. Florian Riedmüller
<b>Credit points</b>	24 ECTS
<b>Total Workload</b>	720 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Type of Examination</b>	Thesis paper, in two printed version + two digital versions (CDs)
<b>Prerequisites</b>	Minimum 30ECTS of master studies acquired
<b>Qualification targets</b>	Students show their ability to make use of their understanding which they acquired in their studies and practical project work by structuring, discussing, developing and scientifically researching a topic: this they show by writing the master thesis. Students deliver a paper that is on master level and of adequate content, structure and language.
<b>Module Content</b>	The paper is driven by the individual topic.
<b>Teaching and learning method</b>	Support in writing the paper as individually needed by the student; supported by the master-seminar presentation.
<b>Literature (Excerpt)</b>	
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 20 hrs. Contact Hours</li> <li>■ 700 hrs. Writing of thesis</li> </ul> Total workload: 720 hrs/ 24 ECTS

### 2.1.5.3 Submodule 5.3: Master Seminar

<b>Lecturer</b>	Prof. Dr. Margo Bienert, Prof. Ralph Blum, Prof. Dr. Gabriele Brambach, Prof. Dr. Alexander Hahn; Prof. Dr. Florian Riedmüller
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Type of Examination</b>	
<b>Prerequisites</b>	Minimum 30ECTS of master studies acquired
<b>Qualification targets</b>	
<b>Module Content</b>	The paper is driven by the individual topic.
<b>Teaching and learning method</b>	Support in writing the paper as individually needed by the student; supported by the master-seminar presentation.

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**Literature (Excerpt)**

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**Workload in full hours  
(= 60 minutes)**

- 90 Contact Hours

Total workload: 90 hrs/ 3 ECTS

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## 2.2 Electives

### 2.2.1 Marketing and Controlling

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	Prof. Dr. Klaus Stemmermann
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Written exam ( 90 min)
<b>Prerequisites</b>	
<b>Qualification targets</b>	<p>Knowledge about marketing controlling tools, concepts and strategies, detailed knowledge of latest trends in sales- and result-controlling.</p> <p>Students will be able to evaluate, use and develop marketing controlling systems.</p> <p>Students are trained to present and make use of specific planning and analysis techniques in marketing management and management control.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ The functions of controlling in marketing: steering, and controlling as twin functions.</li> <li>■ Profitability, return rate and CF analysis in marketing controlling</li> <li>■ Planning and deviation analysis</li> <li>■ Price management and controlling</li> <li>■ Key Performance Indicators in marketing management and controlling.</li> </ul>
<b>Teaching and learning method</b>	<p>Introductory lectures, presentations and classroom discussions. Students have to work on several case studies from the various topics of the lecture and are assisted here by lecturer in group coaching.</p>
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Strategic Marketing, Planning and Control; Drummond G.; Ensor, J.; Ashford, R., 3<sup>rd</sup> ED, 2007</li> <li>■ Handbook of Marketing Scales; bearden, W.; Netemeyer, R.; Haws, K.; 3<sup>rd</sup> ED, 2011.</li> <li>■ Further reading materials will be announced in the first session according to presentation topics.</li> </ul>

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**Workload in full hours  
(= 60 minutes)**

- 22 hrs. Contact Hours
  - 22 hrs. Preparations of classes, mandatory reading.
  - 12 hrs. Case Study Analysis
  - 12 hrs. Preparation for examination
  - 22 hrs. Post processing of the lecture
- Total workload: 90 hrs/ 3 ECTS
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## 2.2.2 Surveys in Social Research

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	Prof. Dr. Margo Bienert
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Intermediate written exam ( 60 min), presentation
<b>Prerequisites</b>	None
<b>Qualification targets</b>	<p>Knowledge about survey methods, questionnaire design and how to conduct primary research based on surveys. Theories and methods of surveys in social research.</p> <p>Students will be able to recognize and evaluate research objectives and translate them into research questions that are the basis for a survey design.</p> <p>Students draft minimum one survey, of minimum one type of administration (F2F, CATI, online, mix)</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Variables and types of variables (controlled, uncontrolled, dependent, independent, experimental)</li> <li>■ Measuring variables and measuring errors</li> <li>■ Analytic and descriptive designs</li> <li>■ Sampling, probability and non-probability</li> <li>■ Questionnaire design (F2F, online, CATI, ...), Panels</li> <li>■ Questionnaire layout, length and order</li> <li>■ Question formats (dichotomous, completion, ...)</li> <li>■ Question types (Behavior, Attitude ...)</li> </ul>
<b>Teaching and learning method</b>	<p>Introductory lectures, presentations and classroom discussions. Students have to work on at least four case studies from the various topics of the lecture and are assisted here by lecturing and group coaching.</p>
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Oppenheim, Questionnaire Design</li> <li>■ Brace, Questionnaire Design</li> <li>■ Bradburn, Sudman, Wansink, Asking Questions</li> <li>■ De Vaus, Surveys in Social Research</li> <li>■ Malhotra, International Marketing Research</li> </ul>

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**Workload in full hours  
(= 60 minutes)**

- 22 hrs. Contact Hours
  - 22 hrs. Preparations of classes, mandatory reading.
  - 12 hrs. Case Study Analysis
  - 12 hrs. Preparation for examination
  - 22 hrs. Post processing of the lecture
- Total workload: 90 hrs/ 3 ECTS
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### 2.2.3 E- Commerce in Marketing

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	Robert Puchalla
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	written exam (60 min.), presentation (15-45 min.)
<b>Prerequisites</b>	None
<b>Qualification targets</b>	<p>Knowledge about the changes the evolution of e-technologies have brought about for marketing in the past years, especially for the opportunities in e-CRM, e-business models, e-selling and international market place developments.</p> <p>Students will be able to recognize and (re-)evaluate e-business models. Students are trained to present and make use of topics like web- based sales, 360-degree-communication, modern or social media strategies, “WEB 2.0” and active consumers (?) or active communicators; web-based marketing- and sales-strategies and their integration into the overall (marketing) strategy.</p> <p>They are able to answer questions on these issues comprehensively and to discuss relevant aspects.</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Development – technological, social and legal – of the internet and other digital services as a marketing and sales tool</li> <li>■ What market forces drive this new marketing and sales segment; the importance of price and location</li> <li>■ B2B and B2C in E-Business: e-Procurement, catalogue of management and safety</li> <li>■ B2C: auctions, platforms, e-marketplaces and communication</li> <li>■ E-market research</li> <li>■ Branding and E-Commerce</li> <li>■ Web-based and other virtual communication and media management</li> <li>■ Interface management “bricks and clicks” integration</li> </ul>
<b>Teaching and learning method</b>	<p>Introductory lectures, presentations and classroom discussions. Students have to work on at least four case studies from the various topics of the lecture and are assisted here by lecturer in group coaching.</p>

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**Literature (Excerpt)**

- Paker, N. Internet Marketing, 2008
- Scott, D. Sterne J., Social Media Metrics, 2010
- Phillips, E-Business Strategy
- May, P., The Business of e-Commerce, 2000
- Rayport, J.; Jaworski, B., e-Commerce, 2000

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**Workload in full hours  
(= 60 minutes)**

- 22 hrs. Contact Hours
  - 22 hrs. Preparations of classes, mandatory reading.
  - 12 hrs. Case Study Analysis
  - 12 hrs. Preparation for examination
  - 22 hrs. Post processing of the lecture
- Total workload: 90 hrs/ 3 ECTS
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## 2.2.4 Pricing and Consumer Decisions

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	Prof. Dr. Gabriele Brambach
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	Intermediate written exam (45 min) (60%), presentation (30 min) (40%)
<b>Prerequisites</b>	None
<b>Qualification targets</b>	<p>Knowledge about consumer behavior and pricing</p> <p>Theories and methods of Price Management with special focus on using consumer psychology for setting the right price (Behavioral Pricing)</p> <p>Know-how about transfer of this knowledge for cases and real world examples.</p> <p>Students will be able to understand and use the complex parameters of consumer decisions in order to strategically position a product / service (in a field of perceived value and price), set the initial price and change prices on the long term</p>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Pricing process of a company, including details concerning price strategy / positioning, initial (value) pricing and price maintenance</li> <li>■ Fundamentals of consumer behavior</li> <li>■ And its application to pricing behavior (Behavioral Pricing, Price Psychology), including details concerning price image(s), price perception(s) and price market research</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, presentations and classroom discussions. Students have to work on at least two case studies related to pricing process and Behavioral Pricing (assisted by the lecturer in group coaching).
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Evans, Martin/ Jamal, Ahmad/ Foxall, Gordon (2009): Consumer Behavior, 2<sup>nd</sup> Edition, Wiley Publications</li> <li>■ Nagle, Thomas T./ Holden, Reed K. (2002): The Strategy and Tactics of Pricing, 3<sup>rd</sup> Edition, Prentice Hall</li> <li>■ Smith, Tim (2012): Pricing Strategy, South Western Cengage Learning</li> </ul>

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**Workload in full hours  
(= 60 minutes)**

- 22 hrs. Contact Hours
  - 22 hrs. Preparations of classes, mandatory reading.
  - 12 hrs. Case Study Analysis
  - 12 hrs. Preparation for examination and presentation
  - 12 hrs. Preparation of written assignment
  - 22 hrs. Post processing of the lecture
- Total workload: 90 hrs/ 3 ECTS
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## 2.2.5 Strategic Marketing

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	Prof. Dr. Gabriele Brambach
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Intermediate written exam (45 min) (60%), presentation (30 min) (40%)
<b>Prerequisites</b>	Solid knowledge in marketing foundations
<b>Qualification targets</b>	Expertise in applying this knowledge to real life company cases. Students will be able to understand and master the complex parameters of Strategic Marketing. In detail, students are able to research, work with and evaluate relevant data and information concerning markets (structure, size and major characteristic as well as major influence factors), competition, customers and internal company situations. Based in this, the students can develop and evaluate strategic options (e.g. vision, positioning, growth strategies or sustainable competitive advantage(s)) and propose or decide on marketing strategies for companies.
<b>Module Content</b>	The course covers the following topics: <ul style="list-style-type: none"> <li>■ Introduction to strategic market management (process and proceedings)</li> <li>■ Market and environmental analysis</li> <li>■ Customer and competitor analysis</li> <li>■ Internal analysis</li> <li>■ Creating advantages and strategic options</li> <li>■ Global strategies and strategic positioning</li> <li>■ Growth strategies and Diversification</li> <li>■ Strategies in declining markets</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, presentations and classroom discussions. Students have to work on at least three case studies related to Strategic Marketing (assisted by the lecturer in group teaching).
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Aaker, D. / McLoughlin, D. (2007): Strategic Market Management – European Edition (equivalent: Global Perspectives Edition from 2010)</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 22 hrs. Contact Hours</li> <li>■ 20 hrs. Preparations of classes, mandatory reading</li> <li>■ 4 hrs. Tutorials</li> <li>■ 12 hrs. Preparation for examination and presentation</li> <li>■ 12 hrs. Preparation of written assignment</li> </ul>

- 20 hrs. Post processing of the lecture
- Total workload: 90 hrs/ 3 ECTS
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## 2.2.6 Consumer Experience (Observation and Tutorial)

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	
<b>Credit points</b>	3 ECTS
<b>Total Workload</b>	90 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Type of Examination</b>	
<b>Prerequisites</b>	Basics in Marketing
<b>Qualification targets</b>	<p>Knowledge about the methods and uses of (international) brain research methods, resp. apparative market tools. Students understand theory and practice of different research designs with respect to apparative methods. Students will be able to evaluate experiments with tools. Students will be able to explain</p> <ul style="list-style-type: none"> <li>■ experimental market research</li> <li>■ objectives, opportunities and problems of apparative market tools</li> <li>■ research methods and research designs</li> <li>■ discuss the ethical problem.</li> </ul> <p>Students will be able to distinguish between different apparative market research tools in detail. They are trained to evaluate these tools with regard to marketing goals. They are able to answer questions on these issues comprehensively, to compare and to discuss relevant aspects.</p>
<b>Module Content</b>	<p>Nowadays a market researcher has at his disposal an array of tools which has to do with apparative research: eyetracking, tachistoskop, EEG etc. The seminar gives insight to the building of experiments, participant requirements and ethics, the experimental setup and data analysis. Students are able to explain different types of apparative research and measurements. The students are able to explain how, when and why to choose what method.</p>
<b>Teaching and learning method</b>	<p>Introductory lectures, group works, presentations of students and classroom discussions. Project work and case studies (as suitable) will be applied throughout the class to further access and understanding</p>
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Neuromarketing, Exploring the Brain of the Consumer, Zurawicki, L., 2010</li> </ul>

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- A Concise Guide to Market Research, Sarstedt et al., 2nd ED, 2014
  - Marketing Research, Malhotra, N.; 6th ED, 2010
  - International Marketing Research, Craig, S.; Douglas, S.; 2nd ED, 2000
- 

**Workload in full hours  
(= 60 minutes)**

- 11 hrs. Contact Hours
  - 12 hrs. Preparations of classes, mandatory reading
  - 30 hrs. Preparation for examination
  - 25 hrs. Preparation for research plan to be discussed in class
  - 12 hrs. Post processing of the lecture
- Total workload: 90 hrs/ 3 ECTS
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### 2.2.1 Advanced Digital Market Research

<b>Semester</b>	1.-. 3. Semester
<b>Credit points</b>	6 ECTS
<b>Total Workload</b>	180 hrs.
<b>Module Type</b>	Elective
<b>Lecturer</b>	Prof. Dr. Alexander Hahn
<b>Credit points</b>	6 ECTS
<b>Total Workload</b>	180 hrs.
<b>Duration</b>	One semester
<b>Language and frequency</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Type of Examination</b>	Exam (90 min) and presentation (60:40)
<b>Prerequisites</b>	None
<b>Qualification targets</b>	Applied knowledge about the contemporary research methods, processes. In-depth knowledge about fundamentals, advanced exploratory and advanced confirmatory methods. Best practices about research conduction, documentation and communication to various stakeholders. Knowledge about emerging digital user research.
<b>Module Content</b>	The course covers the following topics: <ul style="list-style-type: none"> <li>■ User Research: Definitions, Goals, Methods, Ethics</li> <li>■ State-of-the-Art: Design Thinking, Lean Startup, Rapid Prototyping and A/B Testing Principles</li> <li>■ Human-Computer Interaction and User Experience Design</li> <li>■ Fundamentals: Heuristic Analysis, Technical and Web Analysis</li> <li>■ Exploratory Research: Contextual Inquiry/ Screen Observation/ Interviews/ Card Sorting/ Diary Studies/ Surveys</li> <li>■ Confirmatory Research: Usability Tests, A/B Testing and Experiments</li> <li>■ Focus: Eye Tracking</li> <li>■ Future Methods</li> <li>■ Project: Create, conduct and present a User Research Project</li> </ul>
<b>Teaching and learning method</b>	Introductory lectures, presentations and classroom discussions. Students will work on in-class case studies and conduct an own research project.
<b>Literature (Excerpt)</b>	<ul style="list-style-type: none"> <li>■ Krug, Steve (2014). Don`t Make Me Think, Revisited: A Common Sense Approach to Web Usability. Amazon (3<sup>rd</sup> ed.). New Riders. ADIN 0321965515. ISBN 978-0321965516.</li> </ul>

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	<ul style="list-style-type: none"><li>■ Various articles and blogs such as Adobe, CXL Institute, In-Vision, Useronboard</li></ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"><li>■ 48 hrs. Contact Hours</li><li>■ 28 hrs. Preparations of classes, mandatory reading</li><li>■ 24 hrs. Preparation for examination</li><li>■ 52 hrs. Project</li><li>■ 28 hrs. Post processing of the lecture</li></ul> Total workload: 180 hrs/ 6 ECTS
<b>Additional comments</b>	<ul style="list-style-type: none"><li>■ Block lecture on 05.04.2019   Place: Learning Lab (KA.038)</li><li>■ No lecture on 21.05.2019</li><li>■ No lecture on 25.06.2019</li></ul>

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