

Course manual

MBA Brand Marketing – Brand Management

Version September, 2025

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Part 1 | General explanations

Brand University of Applied Sciences (BU) understands modules as units of the syllabus whose content and teaching and learning methods are specified by the learning outcomes as knowledge and skills, in accordance with the framework specifications of the Standing Conference of the Ministers of Education and Cultural Affairs. The time factor is implemented in the modules by awarding ECTS credit points (CP). CP details in modules define the average workload of a student in hours. BU also evaluates the workload as part of the course evaluation in order to continuously empirically check and optimize this average value.

1.1 Modules and course manual

The degree programme is divided into modules and courses. Each module consists of one or more related courses, which are completed by a comprehensive examination. The scope of each module is characterized by *credit points* (CP), which are credited after successful completion of the module. One CP/ECTS corresponds to a workload of 25 hours.

The course manual documents the modules belonging to the degree programme. Among other things, the following central criteria are described:

- the composition of the modules (one or more courses);
- the workload of the modules (in ECTS);
- the learning outcomes as acquired knowledge and developed skills;
- the central contents of the modules;
- the forms of teaching and learning;
- the dependence on previous modules (participation requirements);
- the respective forms of examination and the requirements for the awarding of ECTS;

With this description, the course manual provides the necessary orientation and is a helpful guide for students during their studies.

1.2 Learning outcomes

Learning outcomes are the knowledge and skills that can be accessed or applied after completing a module, for example. In general, five components can be distinguished for learning outcomes:

1. The ability to collect and evaluate information.
2. Understanding the current state of research in a subject area
3. The ability to apply the acquired knowledge to solve problems in this subject area (methodological and instrumental skills)
4. The ability to communicate information, ideas, problems and solutions
5. The development of independent learning ability (learning competence)

Acquiring knowledge ("getting to know") and developing skills ("learning to know") happen in different ways, but are linked in some forms of teaching and learning. The design of the entire learning process is essential. **Acquiring skills is an essential goal of the degree programme - accordingly, the degree programme promotes and accelerates the development process through knowledge and skills-related forms of teaching, learning and examination.**

Part 2 | Syllabus

MBA Brand Marketing – Brand Management

Core Competences Modules	ECTS	Assessment
Management Skills	6	Written exam
Marketing Management	6	MC exam
Academic Research Skills	6	Written exam
Search Engine Marketing	6	Term paper
Project Management & Communication	6	Case study
Social Media Marketing	6	MC exam
Special Competences Modules	ECTS	Assessment
Data Based Brand Management	6	MC exam
Services Marketing	6	Term paper
Psychology & Neuromarketing	6	Term paper
Brand Communication	6	MC exam
International Marketing & Brand Management	6	Term paper
Master Thesis Module	ECTS	Assessment
Master thesis	24	Proposal Master thesis Master thesis defense
Total	90 ECTS	

Part 3 | Core Modules

Management Skills

Module number / code number	M 01
Courses	Course 1: Strategic Management Course 2: Leadership & Communication
Learning outcomes / competencies	<p>The students have</p> <ul style="list-style-type: none"> • an understanding of the different doctrines, tasks and objectives of strategic management, • knowledge of different instruments and methods for developing a corporate strategy, • the ability to manage the implementation of a strategy based on a strategy-specific system of key figures, • knowledge of the management of a company on the basis of strategic analyses, • the ability to grasp the various options for strategy implementation and realization, • the competence to aggregate an overall strategy, • an understanding of the basic concepts of communication and negotiation and are able to apply them in practice, • knowledge of the effectiveness of questioning techniques and non-verbal communication, • the ability to define leadership and to explain and implement its tasks and areas of responsibility, • the ability to explain and apply management theories, • knowledge of the organization of corporate structures.
Contents	<p>The content of the module is divided into the following areas:</p> <ul style="list-style-type: none"> • Goals and tasks of strategic management • Strategic approaches • Industry, environment and competition analyses • Cost analysis • Experience curve • Stakeholder analysis • GAP analysis • SWOT analysis • Potential analysis • Strategy development and implementation • Strategy as a change process • Strategic control • Communication models • Questioning techniques • Non-verbal communication • Negotiation strategy models • 6-phase model of the communication process • Personality types • Knowledge of the importance and tasks of leadership • Viable System Model • Leadership theories • Development of corporate structures
Semester of study	1st semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.

Use of the module (in other degree programs)	E-Commerce (MBA), Media Management (MBA)
Participation requirements	None
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (written exam 90 min.)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Montua, A. (2020): Führungsaufgabe Interne Kommunikation. Erfolgreich in Unternehmen kommunizieren – im Alltag und in Veränderungsprozessen, Springer Gabler, Wiesbaden. • Paul, H./Wollny, V. (2020): Instrumente des strategischen Managements. Grundlagen und Anwendungen, 3rd revised and expanded edition, De Gruyter Oldenbourg, Munich. • Bea, F.X./Haas, J. (2019): Strategisches Management, 10th revised edition, utb Verlag, Stuttgart. • Kuster, J. et al. (2019): Handbuch Projektmanagement, 4th edition, Gabler, Wiesbaden. • Thieler-Unge, R. (2019): Führung und Leadership in der Praxis: Durch emotionale Intelligenz und richtige Rhetorik zur erfolgreichen Führungskraft inkl. Mitarbeitergespräche aus der Praxis, Cherry Media, Deggendorf. • Whittington, R./Regner, P./Angwin, D./Johnson, G./Scholes, K. (2019): Strategisches Management. Eine Einführung, 11th edition, Pearson Studium, Munich. • Reisinger, S./Gattringer, R./Strehl, F. (2017): Strategic Management. Grundlagen für Studium und Praxis, 2nd updated edition, Pearson Studium, Munich. • Schwinnig, G. (2016): Kommunikation, Führung und Zusammenarbeit in Unternehmen. Wahre Situationen und handfeste Lösungen, Haufe-Lexware, Freiburg. • Ahrens, C./Ahrens, L. (2015): Leadership-Sprache - Zehn Gebote für ausdrucksstarke und überzeugende Kommunikation, Springer Gabler, Wiesbaden.

Marketing Management

Module number / code number	M 02
Courses	<p>Course 1: Brand Thinking: Holistic Brand Development & Brand Management</p> <p>Course 2: Marketing & Market Research</p>
Learning outcomes / competencies	<p>The students have</p> <ul style="list-style-type: none"> • knowledge of the key management models of brands, • knowledge of the importance of marketing objectives, • knowledge of the alternatives of brand management and positioning, • knowledge of basic brand architecture models, • an understanding of the theories and application of marketing decisions along a conceptual chain, • the methodical competence to derive the optimal marketing mix according to defined marketing objectives, • an in-depth understanding of the structure of brand architectures and the resulting strategic options for brand management and marketing, • the instrumental competence for the targeted application of strategies in brand management and marketing, • extensive knowledge of the holistic paradigm of brand thinking and its implementation in the context of holistic brand management, • knowledge of the most important concepts and methods of scientific market research, • knowledge of sample selection and representativeness of research data, • the systemic competence to critically interpret the results of market research, • the methodological competence to integrate the results of market research into the development of brand strategies and concepts, • the methodological competence to form and delimit segments on the basis of previously defined criteria.
Contents	<p>The content of the module is divided into the following areas:</p> <ul style="list-style-type: none"> • Strategic perspectives of companies with analysis of the initial situation, strategic corporate planning and strategic marketing planning • Instrumental perspective: marketing mix • Success of a product through the consistent and consistent implementation of operational marketing • In-depth introduction to the topics of brand management and marketing • Key management tools for brands and brand portfolios • Marketing concept - interaction of marketing instruments (product, price, communication, sales) • Relevance of employees as brand ambassadors • Basics of internal and external brand management • Brand management instruments using the example of the brand steering wheel and the brand key • Brand thinking and holistic brand management • Behavioral science models for determining brand value • Instruments and methods of market research • Strategy and practice of market analysis • Evaluation and assessment of research results • Presentation methods of market research results • Theoretical foundations of consumer behavior research
Semester of study	1st semester

Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h, exam preparation 30 h.
Use of the module (in other degree programs)	E-Commerce (MBA), Media Management (MBA)
Participation requirements	M01 - Management Skills
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (MC exam 40 min.)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Koch, J./ Riedmüller, F. (2021): Marktforschung - Grundlagen und praktische Anwendungen, 8th completely revised edition, De Gruyter Oldenbourg, Berlin. • Homburg, C. (2020): Marketing Management. Strategie, Instrumente, Umsetzung, Unternehmensführung, 7th edition, Springer Gabler, Wiesbaden. • Becker, J. (2018): Marketing-Konzeption. Grundlagen des zielstrategischen und operativen Marketing-Managements, 11th edition, Vahlen, Munich. • Raab, G./Unger, A./Unger, F. (2018): Methoden der Marketing-Forschung, 3rd edition, Springer Gabler, Wiesbaden. • Kreutzer, R. T. (2017): Praxisorientiertes Marketing. Grundlagen – Instrumente – Fallbeispiele, 5th edition, Springer Gabler, Wiesbaden. • Esch, F.-R. (2014): Strategie und Technik der Markenführung, 9th edition, Vahlen, Munich. • Scheier, C./Held, D. (2012): Was Marken erfolgreich macht. Neuropsychologie in der Markenführung, 3rd edition, Haufe, Freiburg. • Tomczak, T./Esch, F. R./Kernstock, J./Herrmann, A. (2011): Behavioral Branding. Wie Mitarbeiterverhalten die Marke stärkt, 3rd edition, Springer Gabler, Wiesbaden.

Academic Research Skills

Module number / code number	M 03
Courses	<p>Course 1: Writing Scientific Papers</p> <p>Course 2: Qualitative and Quantitative Research Methods</p> <p>Course 3: Statistics</p>
Learning outcomes / competencies	<p>The students have</p> <ul style="list-style-type: none"> • knowledge of the nature and benefits of scientific work, • the ability to quickly and accurately gain an overview of the current state of discussion in a field of research, • an understanding of the scientific methods required to prepare and write scientific texts, • knowledge of Popper's theory of falsification, • the methodological competence to distinguish between different qualitative methods of scientific work and to differentiate between research objective, design and method and to derive a research strategy from this, • the ability to quote correctly, • the understanding to formulate research questions and hypotheses and to investigate them on the basis of statistics, • knowledge of the core concepts of statistical analysis, • the understanding to differentiate, specify and describe different approaches of quantitative research methods, • the methodological competence to evaluate, interpret and compare quantitative data using different parameters, • the ability to work with quantitative data using software, from data collection, cleansing and analysis through to reporting, • the ability to deal with the scientific opinions of others and to present them in a form that is understandable to third parties.
Contents	<p>The content of the module is divided into the following areas:</p> <ul style="list-style-type: none"> • Planning and implementation of a scientific project • Correct citation, paraphrasing and bibliography • Conception, creation and revision of written work • Introduction to the philosophy of science • Popper's falsification theory • Presentation and structure of a scientific paper • Scientific language • Qualitative research approaches • Citation styles • Collection of quantitative data • Scales and measurement levels • Descriptive statistics • Inductive statistics • Probability theory • Probability distribution
Semester of study	1st semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.

Use of the module (in other degree programs)	-
Participation requirements	M 02 - Marketing Management
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (written exam 90 min.)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Bortz, J./Döring, N. (2023): Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 6th edition, Springer Verlag, Berlin/ Heidelberg. • Flick, U. (2023): An Introduction to Qualitative Research, 10th edition, Sage, London. • Hussy, W. et al. (2023): Forschungsmethoden in Psychologie und Sozialwissenschaften, 3rd edition, Springer Verlag, Berlin/Heidelberg. • Oehlreich, M. (2022): Wissenschaftliches Arbeiten und Schreiben. Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften, 3rd completely revised edition, Springer Gabler, Berlin/Heidelberg. • Hug, T./Poscheschnik, G. (2020): Empirisch Forschen, 3rd edition, utb Verlag, Stuttgart. • Stickel-Wolf, C./Wolf, J. (2019): Wissenschaftliches Arbeiten und Lerntechniken. Erfolgreich studieren – gewusst wie! 9th updated and revised edition, Springer Fachmedien, Wiesbaden. • Tausendpfund, Markus (2019): Quantitative Datenanalyse. Eine Einführung mit SPSS, 16th edition, Springer VS, Wiesbaden. • Field, A. (2018): Discovering Statistics Using IBM SPSS Statistics, 5th edition, Sage, London. • Kipman, U./Leopold-Wildburger, U./Reiter, T. (2018): Wissenschaftliches Arbeiten 4.0. Vortragen und Verfassen leicht gemacht, 3rd edition, Springer Gabler, Wiesbaden. • Braunecker, C. (2016): How to do Empirie, how to do SPSS. Eine Gebrauchsanleitung, utb Verlag, Stuttgart.

Search Engine Marketing

Module number / code number	M 04
Courses	Course 1: Search Engine Advertising Course 2: Search Engine Optimization
Learning outcomes / competencies	The students have <ul style="list-style-type: none"> • knowledge of how to increase online presence through targeted advertising, • knowledge of which search engines are suitable for SEA projects and which specific measures should be taken, • an overview of the costs of search engine advertising as well as the conception and implementation of SEA campaigns, • a comprehensive insight into SEA tools for the successful management of campaigns, • knowledge of Google Ads and keyword definition, • knowledge of measures to ensure that companies and their products are optimally found in search engines, • insights into the functioning of ranking factors and the interaction of website and search engine optimization, • experience of the technical and content requirements of the main search engines.
Contents	The content of the module is divided into the following areas: <ul style="list-style-type: none"> • How search engines work • Overview of search engines and their relevance • Campaign creation • SEA tools • Google Ads • Definition of relevant keywords • SEA cost management • Ranking factors • Optimize websites technically and in terms of content • Mobile usability
Semester of study	1st semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 hours, exam preparation 30 hours.
Use of the module (in other degree programs)	-
Participation requirements	M 03 – Academic Research Skills
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (term paper)

Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	<ul style="list-style-type: none"> • Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • McDonald, J. (2023): Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network, 2nd edition, JM Internet Group. • Beilharz, F. (2020): Online Marketing Manager - Handbuch für die Praxis, 2nd edition, O'Reilly, Sebastopol. • Erlhofer, S. (2020): Suchmaschinen-Optimierung. Das umfassende Handbuch, 10th edition, Rheinwerk Computing Verlag, Bonn. • Pelzer, G./Gerigk, D. (2020): Google Ads. Das umfassende Handbuch, 3rd edition, Rheinwerk Computing Verlag, Bonn. • Sens, B. (2020): Das SEO-Cockpit. 8 Phasen einer erfolgreichen SEO-Strategie für bessere Google-Positionen, 2nd edition, Springer Gabler, Berlin. • Ebner, T./Granitza, L. (2019): Das SEO Buch. Der Weg zur Nr. 1, Suchmaschinenoptimierung Praxisbuch, Internet Marketing und Google Optimierung, Edison Verlag, Regensburg. • Ortlepp, C. (2018): Google AdWords. Das SEA-Praxisbuch 2018, 2nd edition, Create Space Verlag, Heroldsberg.

Project Management & Communication

Module number / code number	M 05
Courses	Course 1: Project Management Course 2: Communication / Presentation / Moderation
Learning outcomes / competencies	<p>The students have:</p> <ul style="list-style-type: none"> • an understanding how to distinguish project tasks from daily tasks, • knowledge of how to apply for projects, • the ability to systematically plan projects and take account of any risks that arise, • knowledge of monitoring projects in the context of plan and actual comparisons and initiating corrections, if necessary, • the ability to systematically plan novel and complex projects and to structure project tasks, • knowledge of the communication models of Watzlawick, Schulz von Thun and Rosenberg, • knowledge of the comprehensible and clear presentation of complex issues and the ability to speak and argue convincingly in an audience- and addressee-oriented manner, • knowledge of the basic tools, techniques and rules of communication and the ability to use them appropriately, • an understanding of how to set up and deliver presentations professionally, • the methodological competence to classify communication and presentation styles and are also able to adapt and optimize them, • an understanding of how to use moderation techniques in different situations.
Contents	<p>The content of the module is divided into the following areas:</p> <ul style="list-style-type: none"> • Basics of project management • Project phase planning • Project structure planning • Time and process planning of projects • Cost planning • Risk analysis • Project completion • Basics of interpersonal communication • Communication models • Conditions for successful communication (communication disorders) • Interaction between sender and receiver • Metacommunication • Presentation • Feedback • Basics of moderation • Methods of conversation control • Moderation methods / moderation techniques
Semester of study	1st semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6

Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h, exam preparation 30 h.
Use of the module (in other degree programs)	E-Commerce (MBA), Media Management (MBA)
Participation requirements	M 04 - Search Engine Marketing
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (case study)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Jachtchenko, W. (2022): Redest du noch oder überzeugst du schon? Vom Anfänger zum Rhetoriker, Remote, Oakland Park. • Glasl, F. (2022): Selbsthilfe in Konflikten. Konzepte - Übungen - Praktische Methoden, 9th edition, Freies Geistesleben Verlag, Stuttgart. • Allhoff, D.-W./Allhoff, W. (2021): Rhetorik und Kommunikation. Ein Lehr- und Übungsbuch, 18th edition, Reinhard Verlag, Munich. • Fischer, R. et al. (2021): Das Harvard-Konzept: Die unschlagbare Methode für beste Verhandlungsergebnisse, 5th edition, Random House, London. • Kuster, J. et al. (2019): Handbuch Projektmanagement, 4th edition, Gabler Verlag, Wiesbaden. • Lienhart, A. (2019): Seminare, Trainings und Workshops lebendig gestalten, 3rd edition, Haufe, Freiburg. • Olfert, K. (2019): Kompakt-Training Projektmanagement, 11th edition, NWB Verlag, Herne. • Schelle, H./Linssen, O. (2018): Projekte zum Erfolg führen, 8th edition, Deutscher Taschenbuchverlag, Munich. • Hemmrich, A./Harrant, H. (2016): Projektmanagement, 4th edition, Carl Hanser Verlag, Munich. • Watzlawick, P./Beavin, J.H./Jackson, D.D. (2016): Menschliche Kommunikation - Formen, Störungen, Paradoxien, 13th edition, Hogrefe AG, Bern. • Schulz von Thun, F. (2014): Miteinander reden 1: Störungen und Klärungen. Allgemeine Psychologie der Kommunikation, Rowohlt Verlag, Hamburg. • Schulz von Thun, F. (2014): Miteinander reden 2: Stile, Werte und Persönlichkeitsentwicklung. Differentielle Psychologie der Kommunikation, Rowohlt Verlag, Hamburg. • Schulz von Thun, F. (2014): Miteinander reden 3: Das "Innere Team" und situationsgerechte Kommunikation, Rowohlt Verlag, Hamburg. • Schulz von Thun, F. (2014): Miteinander reden 4: Fragen und Antworten, Rowohlt Verlag, Hamburg. • Herrmann, M. et al. (2011): Schlüsselkompetenz Argumentation, utb Verlag, Stuttgart. • Seifert, J.W. (2011): Visualisieren, Präsentieren, Moderieren, 30th edition, GABAL-Verlag, Offenbach.

Social Media Marketing

Module number / code number	M 06
Courses	Course 1: Social Commerce Course 2: Social Media & Video Marketing
Learning outcomes / competencies	<p>The students have</p> <ul style="list-style-type: none"> • knowledge of social commerce and understand its strategic value, • critical knowledge of (the application of) the most important theories and tools of social commerce, • knowledge of the various sales and marketing techniques used by organizations, • knowledge of trends in social commerce and ability to assess implementation and deployment issues related to social commerce, • strategic skills and the ability to research and implement social commerce ideas and systems in an organization, • an understanding of the key terms and modes of action of social media as well as developments and their consequences for marketing, • a systematic and comprehensive understanding of the emerging social paradigm driven by the rise of digital technologies, along with the resulting opportunities, challenges and other implications for marketing practices, • a critical evaluation and explanation of the implications of value creation through social media from a theoretical and practical perspective for marketing and commerce, • the ability to critically reflect on the relationship between traditional and digital marketing practices, • a critical awareness of the most important innovations and research directions in social commerce and social media marketing.
Contents	<p>The content of the module is divided into the following areas:</p> <ul style="list-style-type: none"> • Introduction to digital and social media marketing • Analysis of online marketplaces • Strategy for digital marketing / social media • The influence of digital media and technologies on the marketing mix • Relationship marketing via digital platforms • Provision of the online customer experience • Campaign planning for social media • Marketing communication via digital media platforms • Practice for social B2C and B2B marketing • The basics of social commerce • Social media communication in social software • Recommendation marketing in social commerce
Semester of study	2nd semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 hours, exam preparation 30 hours.

Use of the module (in other degree programs)	E-Commerce (MBA)
Participation requirements	M 05 - Project Management & Communication
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (MC exam 40 min.)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	<ul style="list-style-type: none"> Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> Opresnik, M./Hollensen, S./Kotler, P. (2022): Social Media Marketing. Grundlagen und Praxis: Das ultimative Handbuch für erfolgreiches Online-Marketing in den sozialen Medien, 5th edition, Opresnik Management Guides. Lammenet, E. (2021): Praxiswissen Online-Marketing. Affiliate-, Influencer-, Content-, Social-Media-, Amazon-, Voice-, B2B-, Sprachassistenten- und E-Mail-Marketing, Google Ads, SEO, 8th edition, Springer Gabler, Wiesbaden. Hänsel, P./Mittelstaedt, M. (2020): Social Media Marketing: Das Online Marketing Buch, MP Online Consulting. Rainer A. (2017): Social Customer Relationship Management. Grundlagen, Anwendungen und Technologien. Springer Gabler, Wiesbaden. Efraim T./Strauss, J./Lai, L. (2015): Social Commerce. Marketing, Technology and Management. Springer, Heidelberg.

Part 4 | Special modules – Brand Management

The special modules of the degree program offer students the opportunity to deepen their studies in the 2nd semester in a subject-specific manner. In doing so, they can be guided by their interests and their study and career plans. The compulsory special program of the degree course aims to *deepen central areas of study*.

In this context, students can deepen their knowledge in the subject area and further develop their methodological and instrumental skills in an application-oriented manner. In specific, application-related areas, students will learn to understand ideas, theories, methods, instruments and technologies in depth and to implement them independently and successfully in practice.

Data Based Brand Management

Module number / code number	M 07 c
Courses	Course 1: Data Science Course 2: Artificial Intelligence
Learning outcomes / competencies	The students have <ul style="list-style-type: none"> • a broad and detailed knowledge of how to identify, use and analyze data sources to achieve marketing goals or improve a strategy, • a basic knowledge of relevant programming languages for data processing, analysis, visualization algorithms and techniques, • the instrumental competence to use visualization tools, dashboards and reports, • the systemic competence to carry out guided evaluations from a data perspective, • an overview of the core disciplines and technologies of artificial intelligence, • in-depth knowledge of the possible applications of AI in marketing and communication, • a broad knowledge of ethical and legal issues in the context of upcoming changes in business and society, • the instrumental competence to prepare and analyze data and to specify an AI strategy for solving problems based on this, • the systemic competence for the guided evaluation of AI methods in the areas of marketing and communication.
Contents	The content of the module is divided into the following areas: <ul style="list-style-type: none"> • Data sources, data collection and data integration • Extract meaning from data • Create data visualizations • Computing for data science • Application of data science expertise for the implementation of marketing • Definition of AI and discussion of its opportunities and risks • Legal and ethical aspects of AI • Market relevance of AI and its most important business applications, especially in marketing • Core disciplines and core technologies of AI • Machine learning • Natural language processing • AI applications in marketing and communication, programmatic creation and parametric design • Business cases (requirements, planning, resources)
Semester of study	2nd semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.
Use of the module (in other degree programs)	-
Participation requirements	M 06 Social Media Marketing
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (MC exam 40 min.)
Proportion of the module grade in the overall grade	6/90 = 6,67%

Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Loureiro, S. M. C./Guerreiro, J./Tussyadiah, I. (2021): Artificial intelligence in business: State of the art and future research agenda, Journal of Business Research, Vol. 129, pp. 911-926. • Vlačić, B./Corbo, L./e Silva, S. C./Dabić, M. (2021): The evolving role of artificial intelligence in marketing: A review and research agenda, Journal of Business Research, Vol. 128, pp. 187-203. • Akerkar, R. (2019): Artificial intelligence for business, Springer, Cham. • Scheier, C./Held, D. (2019): Künstliche Intelligenz in der Markenführung, Haufe, Freiburg. • Davenport T., (2017): Competing on Analytics: The New Science of Winning, Harvard Business Review Press, Cambridge • Field C. (2017): The Data Science Handbook, O'Reilly, Sebastopol • Aoife B. (2015): Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples and Case Studies, MIT Press, Massachusetts

Services Marketing

Module number / code number	M 08 c
Courses	Course 1: Services Marketing Course 2: Strategies in Services Marketing
Learning outcomes / competencies	The students have <ul style="list-style-type: none"> • knowledge of the special features of services marketing (SM) compared to product marketing, • knowledge of the use of services as a supplement to product services ("value added services"), • the methodological competence to derive and apply the necessary specifications for strategic and operational marketing, • the competence to methodically apply alternative models and concepts of SM, • the instrumental and communicative competence to integrate and coordinate relevant organizational units for measures of the SM strategies mentioned, • knowledge of the instruments of operational services marketing, • the ability to evaluate sales concepts for service companies and develop key points, • knowledge of the interdependencies of the target, strategy and measure levels.
Contents	The content of the module is divided into the following areas: <ul style="list-style-type: none"> • Definition of services • Special features of the service such as immateriality • Purchase decisions for services • Development of the service sector • Situation analysis, target formulation and service strategies, • Concept of quality and quality assurance for services • Presentation of the specific requirements for action in services marketing • Presentation of the special dependency relationship between marketing and sales and the need for control • Presentation of the growing importance of services • Consequences for strategic marketing decisions • Selected service sectors and their special features
Semester of study	2nd semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.
Use of the module (in other degree programs)	-
Participation requirements	M 07 c Data Based Brand Management
Module coordinator	Prof. N. N.

Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (term paper)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Bruhn, M. (2020): Qualitätsmanagement für Dienstleistungen. Handbuch für ein erfolgreiches Qualitätsmanagement: Grundlagen – Konzepte – Methoden. 12th, updated and expanded edition. Springer Gabler, Berlin Heidelberg. • Haller, S./Wissing, C. (2020): Dienstleistungsmanagement. Springer Fachmedien, Wiesbaden. • Bruhn, M./Meffert, H./Hadwich, K. (2019): Handbuch Dienstleistungsmarketing. Planung – Umsetzung – Kontrolle. 2nd, completely revised and expanded edition. Wiesbaden: Springer Gabler, Wiesbaden • Bellone, V./Matla, T. (2018). Praxisbuch Dienstleistungsmarketing - Inspirationen, Strategien und Werkzeuge für KMU. Campus Verlag, Frankfurt am Main. • Meffert, H./ Bruhn, M. (2015): Dienstleistungsmarketing. Grundlagen, Konzepte, Methoden. 8th, revised and expanded edition. Springer Gabler, Wiesbaden. • Scheuer, T. (2015): Marketing für Dienstleister. Wie Sie unsichtbare Leistungen erfolgreich vermarkten, 3rd revised edition, Springer Gabler, Wiesbaden. • Beckwith, H. (1997): Selling the Invisible: A Field Guide to Modern Marketing, Warner Books, New York. • Booms, B./Bitner, M.J. (1981): Marketing Strategies and Organization Structures for Service Firms, in: Marketing of Services: 1981 Special Educators' Conference Proceedings, James Donnelly and William George, (eds.), Chicago, American Marketing Association, pp. 46-51.

Psychology & Neuromarketing

Module number / code number	M 09 c
Courses	Course 1: Consumer Psychology Course 2: Neuromarketing
Learning outcomes / competencies	The students have <ul style="list-style-type: none"> • knowledge of the most important psychological processes underlying consumer behavior, • knowledge of neuroscientific perspectives to describe consumer behavior, • knowledge of communicative methods and techniques when interacting with customers, • the ability to assess consumer behavior against the background of cultural, social and media factors, • knowledge of measuring consumer response using neuroscientific methods (eye-tracking, implicit association test, electroencephalography, facial coding), • knowledge of marketing-relevant psychological and neurophysiological research results, • the instrumental competence to apply the results of psychology and neuromarketing in marketing practice, • the ability to apply the knowledge gained in a differentiated manner to marketing concept problems, • the methodological competence to critically evaluate current research results.
Contents	The content of the module is divided into the following areas: <ul style="list-style-type: none"> • Basics of consumer psychology and neuromarketing in brand management • Theories to explain consumer behavior • Test procedures and methods of psychology and neuromarketing, in particular for researching purchasing decision processes • Application of neuroscientific methods to visualize processes in the consumer's brain • Quality criteria and ethical principles in the application of psychological and neuroscientific techniques
Semester of study	2nd semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.
Use of the module (in other degree programs)	
Participation requirements	M 08 c Services Marketing
Module coordinator	Prof. N. N.

Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (term paper)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Smith, M. E. (2021): Inspiring Green Consumer Choices: Leveraging Neuroscience to Reshape Marketplace Behavior, KoganPage, London. • Takemura, K. (2021): Behavioral Decision Theory. Psychological Descriptions of Human Choice Behavior, 2nd edition, Springer, Wiesbaden. • Bak, P. M. (2019): Werbe- und Konsumentenpsychologie. Eine Einführung, 2nd edition, Schäffer-Poeschel, Stuttgart. • Gutjahr, G. (2019). Markenpsychologie: Wie Marken wirken - Was Marken stark macht, 4th edition, Springer Fachmedien, Wiesbaden. • Häusel, H.-G. (2019): Neuromarketing – Erkenntnisse der Hirnforschung für Markenführung, Werbung und Verkauf, 4th edition, Haufe • Salomon, M. R. (2019): Consumer Behavior: Buying, Having, and Being, 13th edition, Pearson, London. • Scheier, C./Held, D. (2018): Wie Werbung wirkt - Erkenntnisse des Neuromarketings, 3rd edition, Haufe, Freiburg. • Schiffman, L. G./Wisnblit, J. (2018): Consumer Behavior, 12th edition, Pearson, London.

Brand Communication

Module number / code number	M 10 c
Courses	Course 1: User Experience Course 2: Advertising
Learning outcomes / competencies	The students have <ul style="list-style-type: none"> • knowledge of the principles and tools of user-centered development and design, • an understanding that the user experience should be considered both touchpoint-specifically and over time, • the ability to create customer journeys for products/services and various customer groups, • the ability to analyze the usability of systems and design them with the help of advanced usability tools, • the expertise to develop target group-oriented advertising campaigns offline, online and across all channels.
Contents	The content of the module is divided into the following areas: <ul style="list-style-type: none"> • Target group analysis • Customer journey analysis • Customer journey design • User-centered development • User-centered design • Usability tools • Offline advertising • Online advertising • Cross-channel advertising campaigns
Semester of study	2nd semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.
Use of the module (in other degree programs)	-
Participation requirements	M 09 c Psychology & Neuromarketing
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (MC exam 40min.)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars

Literature	<ul style="list-style-type: none"> • Greever, Tom (2021): UX-Design überzeugend vermitteln, d.punkt.verlag, Heidelberg. • Fennis, B. M./Stroebe, W. (2020): The Psychology of Advertising, 3rd edition, Routledge, London. • Geis, T./Tesch, G. (2019): Basiswissen Usability und User Experience, dpunkt.verlag, Heidelberg. • McStay, A. (2017): Digital advertising, Bloomsbury Publishing, London. • Katz, H. (2016): The media handbook: A complete guide to advertising media selection, planning, research, and buying, Routledge, London. • Lemon, K. N./Verhoef, P. C. (2016): Understanding customer experience throughout the customer journey, Journal of Marketing, Vol. 80(6), pp. 69-96. • Brierley, S. (2005): The advertising handbook, Routledge, London.
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International Marketing & Brand Management

Module number / code number	M 11 c
Courses	Course 1: International Marketing Course 2: International Brand Management
Learning outcomes / competencies	<p>The students have</p> <ul style="list-style-type: none"> • knowledge of the concept, objectives and requirements of international marketing, • insights into the objectives, concepts and measures in the context of international marketing, • knowledge of the opportunities and challenges of foreign markets, • an overview of the current state of research on the description and characterization of intercultural differences, • a basic understanding of cultural differences and their relevance in intercultural marketing, • knowledge of the challenges, goals and strategies of international brand management, • knowledge of different internationalization strategies and their instruments, • knowledge of opportunities and risks on international sales markets, • an insight into the selection of suitable foreign markets, • knowledge of different types and forms of international market entry, • an understanding of the conceivable organizational forms of corporate marketing and their advantages and disadvantages for an internationally active company.
Contents	<p>The content of the module is divided into the following areas:</p> <ul style="list-style-type: none"> • Classification of the term "international marketing" and its objectives and requirements • Causes, consequences, motives of internationalization • Opportunities and risks of foreign activities and international markets • Timing of market entry abroad • Goals, concepts and measures of international marketing • Goals, strategies and instruments of international brand management • International competitiveness • International market research and consumer behavior in a global context • Different challenges of international marketing strategy in the B2B vs. B2C sector • Cultural differences in international marketing • Importance of brands and branding in an international context • Instruments of internationalization strategies • Organizational forms of international marketing departments • Selection of types and forms of internationalization (export, license, franchising, joint venture) • Marketing mix in an international context
Semester of study	3rd semester
Duration	1 semester
Frequency of offer	Every semester

ECTS points	6
Distribution of workload	Total: 150 hours; processing of study materials: 70 hours; Self-study: 50 h; exam preparation: 30 h.
Use of the module (in other degree programs)	-
Participation requirements	M10 c Brand Communication
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Passed module examination (term paper)
Proportion of the module grade in the overall grade	6/90 = 6,67%
Teaching and learning methods	Textbook, learning tasks, online courses, online seminars
Literature	<ul style="list-style-type: none"> • Hinterhuber, H. (2021): Strategische Unternehmensführung, 2nd ed., De Gruyter, Berlin/Boston • Pires, G./Stanton, J. (2020). Ethnic Marketing. Theory, Practice and Entrepreneurship, Routledge, London. • Esch, F.-R./Sander, M./Fantapié Altobelli, C. (2019): Handbuch Markenführung. Internationale Markenführung, Springer Fachmedien, Wiesbaden. • Sure, M. (2018): Internationales Management. Grundlagen, Strategien und Konzepte, Springer Gabler, Wiesbaden. • Berndt, R./Fantapié Altobelli, C./Sander, M. (2016): Internationales Marketing-Management, 5th edition, Springer, Berlin/Heidelberg. • Meyer, E. (2015). Culture Map. Decoding how people think, lead, and get things done across cultures, PublicAffairs, New York. • Upitz, A. (2013): Ländermarktspezifische Timingstrategien und internationale Wettbewerbsstrategien, Duisburg-Essen, Springer eBook Collection, Springer Gabler, Wiesbaden. • Zentes, J. (2013): Internationales Marketing, Vahlers Handbücher der Wirtschafts- und Sozialwissenschaften, 3rd edition, Franz Vahlen, Munich.

Part 5 | Master Thesis

Master Thesis

Module number / code number	M 12
Courses	<p>Course 1: Proposal</p> <p>Course 1: Master Thesis</p> <p>Course 2: Master Thesis Defense</p>
Learning outcomes / competencies	<p>The students have</p> <ul style="list-style-type: none"> • knowledge of the appropriate methods for independent and comprehensive processing of a (practice-oriented) research question, • the methodological competence to work independently on a research question within a prescribed period of time, taking into account the current literature and rules of good scientific practice, • the ability to acquire a broad knowledge and understanding that corresponds to the state of the art of current specialist literature and to implement this in the Master's thesis, • the ability to independently define, reflect on and evaluate objectives for the learning and work processes required for the Master's thesis and to design these processes independently, • an understanding of the methods used, including the necessary literature research and scientific writing, • the ability to correctly explain and justify the complex aspects of their independently conceived and completed Master's thesis to experts in the field, • the ability to summarize the results of their work in writing in compliance with scientific quality standards and quality criteria, to present them orally and to argue them with a high degree of self-reflection, • knowledge of how to deal appropriately with discipline-specific terms and terminology and how to operationalize them, • the methodological and communicative competence to adequately present and explain the analyses carried out, • the ability to differentiate and critically reflect on the respective perspective from which the topic is analyzed, • the methodological competence to create a proposal for a topic they are working on (incl. project plan).
Contents	<p>The contents of the module are divided into the following areas:</p> <ul style="list-style-type: none"> • Creation of the proposal • Independent processing of a theory- and practice-oriented question(s) • Preparation of a scientific paper of adequate length • Presenting, reflecting on and arguing the independently developed results • Master thesis defense
Semester of study	3rd semester
Duration	1 semester
Frequency of offer	Every semester
ECTS points	24 (proposal 3 ECTS, Master thesis: 18 ECTS; defense: 3 ECTS)
Distribution of workload	Total: 600 h.

Use of the module (in other degree programs)	-
Participation requirements	M 11 c
Module coordinator	Prof. N. N.
Teacher	Prof. N. N.
Requirements for the awarding of credit points	Positively assessed proposal, positively assessed (independently written) Master thesis and positively passed defense (45 - 60 minutes)
Proportion of the module grade in the overall grade	24/90 = 26,67%
Teaching and learning methods	Writing an independent Master thesis with consultations with a supervisor
Literature	<ul style="list-style-type: none"> • Hunziker, A. W. (2020): Spaß am wissenschaftlichen Arbeiten. So schreiben Sie eine gute Semester-, Bachelor- oder Masterarbeit, 8th edition, SKV, Zurich. • Wehrli, U. (2010): Wissenschaftliches Arbeiten und Schreiben. Leitfaden zur Erstellung von Bachelorarbeit, Masterarbeit und Dissertation – von der Recherche bis zur Buchveröffentlichung, AVM, Munich. • Topic-dependent selection of literature.