

Module Catalogue | Modulhandbuch



Master in International Marketing (M.A.)

Winter Semester 2019/ 2020

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List of abbreviations

/	„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

1 Overview

1.1 Mandatory & Elective Courses

Modules	Sub modules	SWS	Examination	Duration	ECTS
1. Analysis of and Access to International Markets		6			9
	International Marketing Research		schrP	90	
	Cross-Cultural Marketing		Ref/ StA	20, 15	
2. Creation of International Market Offers		6			9
	Business to Business Marketing – Applied Project		Ref/ StA	20, 20	
	B-to-B Applied Research Project - Theory		KI/ Ref/ StA	60, 20	
3. International Marketing Tools		6			9
	Applied Quantitative Methods		SchrP	90	
	SPSS		StA/ Ref	20, 15	
4. Industrial Product and Market Development		6			9
	Applied Business Development Project		Ref, StA	20, 20	
	Product and Market Development - Theory		SchrP	90	
5. General Studies and Thesis					30
	Business Ethics		Ref, StA/KI		
	Master Seminar		Ref/ Kol	20, 20	
	Master Thesis		MA		
6. Electives in International Marketing		16	SchrP/ Ref/ Kol /StA	90, 20, 20	24
Total		42			90

2 Module Descriptions

2.1 Mandatory Modules

2.1.1 Module 1: Analysis of and Access to International Markets

Analysis of and Access to International Markets This module comprises 2 subjects: 1. International marketing research 2. Cross cultural marketing				
		Art des Moduls Kind of Module		Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Module		9
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each summer semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Margo Bienert			Prof. Dr. Margo Bienert	
Voraussetzungen Prerequisites				
The lecture of "International Marketing Research" and "Cross-Cultural Marketing" must be attended and completed within one semester.				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.		Lecture, project, seminar		Presence time: 78 h Self-study time: 192 h Total Time: 270 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Designing marketing research plan, from management decision problem to hypothesis and research plan
- Combining research methods and questionnaire methods for creation of complete primary marketing research that may be conducted
- Evaluate and adapt appropriate models to hypothesis creation, sampling method choice, contact (questionnaire, interview,) method choice
- Assess and create a marketing research plan for specific management decision problems and research objectives
- Compare and prioritize suitable hypothesis

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence, in adapting and transferring above mentioned methods or models to a distinctive project
- Analytical competence, e.g. on how to choose suitable sampling methods for derived objectives and hypothesis
- Elaborate and compare possible research methods and their link to sampling methods
- Research competence, from definition of management decision problem, to market research problem and hypothesis to sampling, primary research methods and collecting and processing data
- Communication and teamwork competence, the research and transfer project to be handled in team work and coordination of the presentation and documentation tasks, each of the steps is presented in both, speaking and writing incl. appropriate visualization
- Project management, planning of timelines according to milestones and deadlines
- International competence, all tasks are worked upon and delivered in German-International Teams

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject:
International Marketing Research

Marketing research plan

1. Management Decision Problem
2. Market Research Problem
3. Hypothesis
4. Market Research Method
5. Sampling Method
6. Data Collection
7. Data Analysis
8. Present Findings

Content of the subject
Cross cultural Marketing

Theories and models appropriate to international marketing research

- Concepts of culture (between nations but more within nations e.g. “doctors”, “millennials”)
- Definitions of culture e.g. Hofstede, Trompenaar
- Cognitive and communicative basis of questionnaires
- Semantic and pragmatic aspects of questionnaires
- Social bias and phrasing
- Interviewer choice and behavior

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject
International Marketing Research

- Malhotra, N., An Applied Orientation, Global Edition
- De Vaus, D., Surveys in Social Research

For the subject
Cross cultural Marketing

- Trompenaar, F., Riding the waves of culture
- Brace, I., Questionnaire design
- Bradburn, N., Sudman, S., Wansin, B, Asking Questions

Internationalität (Inhaltlich)

Internationality

International teams cooperate to write their project reports, presentations and assignments, use international literature

Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Diverse: exam, presentation with supporting documents; the assessment is split in single tasks/deliverables, each to be passed, if needed may be repeated on a single basis.	Task 1 (34%): Method of Questionnaire Design or Question Format linked to Project, presented and documented, approx. 10 min presentation (+appropriate documents) Task 2 (66%): Written exam based on relevant theory and transfer know-how, 90 min The workload is distributed throughout the semester. One final grade according to weights shown above.

2.1.2 Module 2: Creation of International Market Offers

Creation of International Market Offers This module comprises 2 subjects: 1. Business-to-Business Marketing 2. Applied Research Project				
		Art des Moduls Kind of Module		Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Module		9
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each winter semester	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor	
Prof. Dr. Margo Bienert			Prof. Dr. Margo Bienert	
Voraussetzungen Prerequisites				
The subjects "Business-to-Business" Marketing and Applied Research Project must be attended and completed within one semester.				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.		Project, seminar		Presence time: 78 h Self-study time: 192 h Total Time: 270 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Assess and create the structure and content of a marketing plan
- Compare and prioritize appropriate theories or models for analysis, e.g. BCG matrix, porter 5 forces, SWOT analysis, pestel analysis, canvas, etc
- Compare and prioritize appropriate theories or models for objective, e.g. business objectives theory, MbO, “smart”, etc
- Compare and prioritize appropriate theories or models for positioning and strategies, eg Ansoff, market entry strategies, pricing, product, place and promotion strategies

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence, apply and modify above mentioned theories or models to project
- Analytical competence, points 1-3 of the marketing plan (cf course content below) , evaluate findings, elaborate alternative scenarios
- Research competence, collect data and information needed for above mentioned analysis phase, deduct possible scenarios
- Creative and problem solving competence, derive and prioritize objectives, develop and prioritize appropriate marketing strategies and actions, including budgets (planning competence, problem solving competence)
- Communication and teamwork competence, all 9 chapters are to be handled in team work and coordination of the presentation and documentation tasks, each of the steps is presented in both, speaking and writing (ppt), appropriate visualization
- Self-competence, function in a team, plan timeline according to deadlines within teams and towards presentation date
- International competence, all teams, all tasks are worked upon and delivered in international teams

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject: Business-to-Business Marketing	Marketing plan <ol style="list-style-type: none"> 1. External analysis and appropriate theories or models 2. Internal analysis and appropriate theories or models 3. Current market situation derived from above and based on figures 4. Derive objective and use appropriate theories or models 5. Derive suitable strategies and use appropriate theories or models 6. Develop action plan with budget examples, use appropriate theories 7. Profit + Loss estimation, derived from all above 8. Controlling, derived from all above 9. Executive Summary
Content of the subject Applied Research Project	Theories and models appropriate to the analysis of a company, both externally and internally, inter alia BCG matrix, porter 5 forces, SWOT analysis, pestel analysis, canvas, business objectives theory, MbO, “smart” objectives, eg Ansoff matrix, market entry strategies, pricing, product, place and promotion strategies, 7-S-Model, value chain, etc ..

Lehrmaterial / Literatur






Teaching Material / Reading Material

For the subject Business-to-Business Marketing	<ul style="list-style-type: none"> • Business Marketing; Bingham, F.; Gomes, R.; Knowles, P.; 3rd Ed., 2005 • Business Marketing Management; Hutt, M.; Speh, Th.; 10th Ed., 2010 • B2B Brand Management; Kotler, Ph.; Pfoertsch, W.; 1st Ed., 2006
For the subject Applied Research Project	<p>The above plus:</p> <ul style="list-style-type: none"> • Market Entry Strategies, Text, Cases And Readings in Market Entry Management; Lymersky, Ch.; International Edition, 2008 • Essentials of Strategic Management: Effective Formulation and Execution of Strategy; Wunder, T.; 2016 • Additional articles, papers, books as relevant

Internationalität (Inhaltlich)

Internationality

International teams cooperate to write and present their marketing plan, use international literature

Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Diverse: presentation and written; the module exam is split in single tasks/deliverables, each to be passed and (if needed) repeated on a single basis.	<p>Task 1 (33%): Theory presentation and application (presented and documented) ca 10 min presentation (+appropriate documents)</p> <p>Task 2 (10%): Points 1-3 of the marketing plan (analysis, positioning presented and documented) ca 5 min presentation (+appropriate documents)</p> <p>Task 3 (17%): Points 4-6 of the marketing plan (objectives, strategies, actions, budget plans presented and documented), ca 7 min presentation (+appropriate documents)</p> <p>Task 4 (20%): Intermediate written test based on relevant theory and transfer know-how, 60 min</p> <p>Task 5 (20 %): Points 7-9 of the marketing plan (final presentation: P+L, controlling, summary documented and presented, ca 8 min presentation (+appropriate documents)</p> <p>The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on five tasks (Entzerrung der Prüfungsleistungen über das Semester).</p> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  <p>Task 1</p> </div> <div style="text-align: center;">  <p>Task 2</p> </div> <div style="text-align: center;">  <p>Task 3</p> </div> <div style="text-align: center;">  <p>Task 4</p> </div> <div style="text-align: center;">  <p>Task 5</p> </div> </div>

2.1.3 Module 3: International Marketing Tools

International Marketing Tools This module comprises 2 subjects: 1. Applied quantitative methods 2. SPSS			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Module	9

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each winter semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Florian Riedmüller/ Prof. Dr. Alexander Hahn			Prof. Dr. Florian Riedmüller/ Prof. Dr. Alexander Hahn	

Voraussetzungen Prerequisites
The two subjects, Applied quantitative methods and SPSS must be attended and completed in one semester.

Verwendbarkeit Availability	Lehrformen Teaching Methods	Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.	Project, seminar	Presence time: 78 h Self-study time: 192 h Total Time: 270 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Assess and create the structure and content of a research project
- Compare and prioritize appropriate theories or models for analyzing nominal data, e.g. Chi-Square-Test or Cramer’s V
- Compare and prioritize appropriate theories or models for analyzing ordinal data, e.g. (multiple) ANOVA or Spearman Correlation
- Compare and prioritize appropriate theories or models for analyzing metric data, e.g. (multiple) Regression or Pearson Correlation
- Compare and prioritize appropriate tools for conducting quantitative user research (e.g. A/B Testing, Eye Tracking)
- Compare and prioritize appropriate tools for conducting enhanced qualitative user research (e.g. User interviews, Observation)
- Synthesize findings from quantitative and enhanced qualitative research
- Compare and prioritize appropriate tools for conducting user research (e.g. Design Thinking, Scrum, Kanban)

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence, apply and modify above mentioned theories or models to research projects
- Analytical competence, evaluate research findings, elaborate quantitative and enhanced qualitative data quality
- Research competence, collect quantitative and enhanced qualitative data and information needed for research project
- Creative and problem solving competence, prioritize relevant data analysis methodology for collected data sets
- Communication and teamwork competence, all steps of a quantitative and enhanced qualitative research process are to be handled in team work and coordination of the presentation and documentation tasks
- Knowledge about emerging digital user research methods
- Self-competence, function in a team, plan timeline according to deadlines within teams and towards presentation date, best practices about communication of research conduction, documentation and presentation to various stakeholders
- International competence, all teams, all tasks are worked upon and delivered in German-International Teams

Inhalte der Lehrveranstaltungen

Course Content

Content of the subjects:

Applied quantitative methods

SPSS

- Research process
- SPSS basics
- Frequency distribution and dispersion + application with SPSS
- Sampling and exploring assumptions + application with SPSS
- Analyzing categorical data + application with SPSS
- Analyzing variances + application with SPSS
- Correlation and regression + application with SPSS
- Multidimensional analysis with SPSS

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject

Applied quantitative methods

- Krug, Steve (2014). Don` t Make Me Think, Revisited: A Common Sense Approach to Web Usability. Amazon (3rd ed.) New Riders. ASIN 0321965515. ISBN 978-0321965516
- Various articles and blogs such as Adobe, CXL Institute, InVision, Useronboard,...

For the subject


SPSS

- Bruce: Statistics for Data Scientists, 2017
- Bryman/ Cramer: Quantitative Data Analysis with IBM SPSS, 2012
- Field: Discovering statistics using SPSS, 2017
- Tabachnik/ Fidell: Using multivariate statistics, 2013

Internationalität (Inhaltlich)

Internationality

International teams cooperate to generate and analyze their dataset and presentation, use international literature

Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Project work and written exam	<p>Task 1 (34%: Project presentation and application (presented and documented) 15-20 min presentation + appropriate documents</p> <p>Task 2 (66%) Written test based on relevant theory and transfer know-how, 90 min The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on two tasks (Entzerrung der Prüfungsleistungen über das Semester).</p> <div style="text-align: center;"><p>Task 1 Task 2</p></div>

2.1.4 Module 4: Industrial Product and Market Development

Industrial Product and Market Development			
This module comprises 2 subjects: 1. Industrial Product and Market Development - Lecture 2. Applied Research & Transfer Project			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Module	9

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each summer semester	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor	
Prof. Dr. Ralph Blum			Prof. Dr. Ralph Blum	

Voraussetzungen Prerequisites
The lecture of "Industrial Product and Market Development" and the "Applied Research & Transfer Project" must be attended and completed within one semester.

Verwendbarkeit Availability	Lehrformen Teaching Methods	Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.	Lecture, project, seminar	Presence time: 78 h Self-study time: 192 h Total Time: 270 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Designing creative processes from ideation to concept development
- Combining analytical-systematic methods (as e.g. morphologies) and intuition based methods (as e.g. brainstorming / brain writing) for ideation
- Evaluating and adaption of appropriate models to business development, such as e.g. the ‘stage-gate-model’, design thinking process, open innovation or scrum
- Analyzing of trends and elaboration of business scenarios in defined micro- and macro market environments
- Assess and create the structure and content of a market analysis in industrial business contexts
- Compare and prioritize new business areas, applying scoring or portfolio techniques (as e.g. the 9-field-matrix)

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence, in adapting and transferring above mentioned methods or models to a distinctive project
- Analytical competence, e.g. on how to access qualified market potential in new business areas
- Elaboration and comparison of alternative scenarios
- Research competence, from definition of scope (hypothesis), from collecting and processing data / information needed for market analysis and scenario planning.
- Creative and problem solving competence, derive and prioritize objectives
- Communication and teamwork competence, the research and transfer project to be handled in team work and coordination of the presentation and documentation tasks, each of the steps is presented in both, speaking and writing incl. appropriate visualization
- Project management, planning of timelines according to milestones and deadlines
- International competence, all tasks are worked upon and delivered in German-International Teams

Inhalte der Lehrveranstaltungen


Course Content

Content of the subject: Industrial Product and Market Development	Marketing plan <ol style="list-style-type: none"> 1. Strategic aspects to innovation and business development 2. Scenario planning and road mapping tools 3. From ideation to business concepts 4. The new product development process 5. Design aspects of innovating organizations & open innovation 6. Critical success factors in business development
Content of the subject Applied Research & Transfer Project	Theories and models appropriate to creation and development of new businesses, i.e. <ul style="list-style-type: none"> • Creative problem solving techniques • Scenario planning and road-mapping • Design thinking process; Stage-Gate-Process • Analysis of a target markets, feasibility • Methods and approaches in qualitative market research • Portfolio techniques in technology, product and market planning

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject Industrial Product and Market Development	<ul style="list-style-type: none"> • 101 Creative Problem Solving Techniques, Higgins J. M. (2006) • The Power of Co-Creation, Ramaswamy V. / Guillard F., (2010) • Open Innovation: The new imperative for creating and profiting from technology. Chesbrough, H. W. (2003), Boston: Harvard Business School Press • Methods of future and scenario analysis - Overview, assessment, and selection criteria, German Development Institute (2008) • Winning at new products - Creating value through innovation, R.G. Cooper, special edition (2017) • Product Design and Development, K.T. Ulrich / S.D. Eppinger, 4th edition (2008) • New Products Management, M. Crawford / A. Di Benedetto, 10th edition (2011) • Scrum – Produkte zuverlässig und schnell entwickeln, Gloger B., 5th edition (2016) • The Innovator’s Dilemma, Clayton M. Christensen (1997)
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<p>For the subject Applied Research & Transfer Project</p>	<ul style="list-style-type: none"> • Qualitative Marktforschung – Konzepte, Methoden, Analysen, Buber R. / Holzmüller H., 2nd edition (2009) • Trends und Szenarien als Werkzeuge zur Strategieentwicklung, Pilkhahn U. (2007) • Technology-Roadmapping, Möhrle M.G. / Isenmann R., 4th edition (2017) • Strategic Market Management, D.A. Aaker / D. McLoughlin, Europ. edition (2007)
<p>Internationalität (Inhaltlich) Internationality</p>	
<p>International teams cooperate to write their project reports, presentations and assignments, use international literature</p>	
<p>Modulprüfung Method of Assessment</p>	
<p>Prüfungsform Type of assessment</p>	<p>Art inkl. Gewichtung Type and weight of assessment</p>
<p>Diverse: exam and written assignments; the assessment is split in single tasks/deliverables, each to be passed and (if needed) may be repeated on a single basis.</p>	<p>Task 1 (10%): Research Design (presented and documented), approx. 15-20 min presentation (+appropriate documents)</p> <p>Task 2 (50): Written exam based on relevant theory and transfer know-how, 90 min</p> <p>Task 3 (40%): Written assignment to research and transfer project, ca 20 pages</p> <p>The workload is distributed throughout the semester. Final grade according to weights of tasks 1-3. (Entzerrung der Prüfungsleistungen über das Semester).</p> <div style="text-align: center;">  <p>Task 1 Task 2 Task 3</p> </div>

2.1.5 General Studies and Thesis

General Studies and Thesis This module comprises 2 subjects: 1. Masterthesis and -seminar 2. Business Ethics			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Module	30

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Thesis: as agreed with supervisor Ethics: each summer semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Margo Bienert and thesis supervisor			Prof. Dr. Margo Bienert and thesis supervisor	

Voraussetzungen
Prerequisites

30 ECTS of the master program must be completed to register the thesis.

Verwendbarkeit Availability	Lehrformen Teaching Methods	Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.	Lecture, project, seminar	Presence time: depending on thesis Self-study time: depending on thesis

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Academic paper:

- Students plan, organize and structure the project “master thesis” on their own
- Identify topics and ways to approach them
- Research needed data and information on their own
- Document findings appropriately, including source material and visualizations
- Hand in a final document in appropriate binding that fulfills standards of academic writing.

Business ethics:

In this context students learn to reflect questions and content beyond pure profit and business criteria. Within business ethics students learn the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Understanding definitions of “good” – within and beyond business and economic environments
- Recognize and identify ethical dilemmas, assess and evaluate in a given context
- Reflect own / met behavior and decisions
- Applying various ethical theories and processes of decision making
- Understand, structure and to evaluate the complexity of typical ethical dilemmas in business decisions of our global and multi-cultural 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 issues
- Ideally: reflect content of thesis on wider, ethical categories

Other core competences (“Schlüsselkompetenzen”)

- Ethical competence: identify dilemmata, recognize changes in perspectives and interests
- Communication and teamwork competence, the research and transfer project to be handled in team work and coordination of the presentation and documentation tasks, each of the steps is presented in both, speaking and writing incl. appropriate visualization
- Project management, planning of timelines according to milestones and deadlines
- International competence, all tasks are worked upon and delivered in German-International Teams

Inhalte der Lehrveranstaltungen

Course Content

Content of Master Thesis	Depends on supervisor and topic
Content of the subject Business Ethics	Reflection of business choices Theories on “good” including Plato, Aristotle, Kant, Mill, Moore Ethical theories regarding decision making

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the Master Thesis	<ul style="list-style-type: none"> • Müller, St., Academic Writing (TH Nürnberg) • Students research on their own
For the subject Business Ethics	<ul style="list-style-type: none"> • Crane, A./ Matten, D.: Business Ethic • English translatsins/ excerpts texts by Plato, Aristotle, Kant, Mill, Ley, Enderle, etc.

Internationalität (Inhaltlich)

Internationality

International teams cooperate to write their project reports, presentations and assignments, use international literature

Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Diverse: written thesis, thesis poster, presentation with supporting documents; the assessment is split in single tasks/deliverables, each to be passed, and (if needed) re- peated on a single basis	Task 1 (10%): Ethic presentation approx.. 15-20 min. presentation + ap- propriate documents Task 2 (90): Thesis and thesis poster submitted

2.2 Electives

2.2.1 Strategic Marketing

Strategic Marketing			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Elective (Wahlpflichtfach)	6

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each summer semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Gabriele Brambach			Prof. Dr. Gabriele Brambach	
Voraussetzungen Prerequisites				
Solid knowledge in marketing.				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.		Project, seminar		Presence time: 60 h Self-study time: 120 h Total Time: 180 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Know, understand and apply the Strategic Marketing process
- Know, understand, find and analyse the major data /information to collect for the external and internal analysis
- Demonstrate how to amalgamate, present and evaluate the strategic analysis output
- Know, understand and examine the options within Strategic Marketing a company has (based on the analysis): identify, assess and evaluate business strategy alternatives and decide on the major steps for implementation (for specific firms in specific situations)
- Apply the above knowledge to real life company cases: from data collection to development and evaluation of strategic options and decision on future measures to survive / improve (depending on the specific situation of the company)

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence: apply and modify above mentioned steps and elements of the Strategic Marketing process to specific company cases
- Analytical competence: define, find and assess the necessary data and information
- Research competence: data collection (internal and external) 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 deduction of conclusions; discussion of success factors
- Creative and problem solving competence: evaluate strategic options, derive possible conclusions and develop measures for / against strategic options for specific companies in specific situations, e.g. vision, growth strategies, competitive advantages
- Communication and teamwork competence: all tasks are to be handled in team work and this helps to strengthen the skills to coordinate all team members and resources for creating of the solutions (esp. for the presentation and documentation tasks), each of the steps is presented in both, speaking and writing (ppt), appropriate visualization skills are developed / strengthened
- Self-competence: function in a team, plan timeline according to deadlines within teams and towards presentation date
- International competence: all teams, all tasks are worked upon and delivered in German-International Teams

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject:
Strategic Marketing

1. Introduction to strategic market management (process and proceedings)
2. Market and environmental analysis
3. Customer and competitor analysis
4. Internal analysis
5. Creating advantages and strategic options
6. Global strategies and strategic positioning
7. Growth strategies and diversification
8. Strategies in declining markets

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject
Strategic Marketing

- Aaker, D./ McLoughlin, D.: Strategic Market Management- European Edition or equivalent: Global Perspectives Edition
- Additional material will be given during the course of the lectures if necessary

Internationalität (Inhaltlich)

Internationality

International teams cooperate to realise the assigned tasks (see below) and develop their solutions, use international literature

Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
<p>Diverse: 3 presentations and 1 written paper; the module exam is split in single tasks/deliverables, each may be passed and (if needed) repeated on a single basis.</p>	<p>Task 1 (20%): Case Study 1 (focus strategic analysis; points 1-5) Presentation of the solution to the assigned tasks of a case with given data and information (ca. 20 min presentation (+ appropriate documents))</p> <p>Task 2 (20%): Case Study 2 (focus strategic options; points 5 and 6) Presentation of the solution to the assigned tasks of a case with given data and information (ca. 20 min presentation (+ appropriate documents))</p> <p>Task 3 (20%): Case Study 3 (focus strategic growth; points 7 and 8) Presentation of the solution to the assigned tasks of a case with given data and information (ca. 20 min presentation (+ appropriate documents))</p> <p>Task 4 (40 %): Case Study 4 (complete case study covering point 1-8) Paper presenting all elements of the Strategic Marketing process for one company and an evaluation of options for future growth (paper ca 12-25 pages (+ appropriate documentation / sources))</p> <p>The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on four tasks.</p>

2.2.2 Consumer Psychology and Pricing

Consumer Psychology and Pricing			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Elective (Wahlpflichtfach)	6

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each winter semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Gabriele Brambach			Prof. Dr. Gabriele Brambach	
Voraussetzungen Prerequisites				
Marketing knowledge				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.		Project, seminar		Presence time: 60 h Self-study time: 120 h Total Time: 180 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Understanding and knowledge of how to use the complex parameters of consumer psychology in order to strategically position a product / service (in a field of perceived value and perceived price),
- Understand, explain and compare models of consumer psychology and decisions (from classical (like Nicosia or Howard-Sheth) to most recent research (like prospect theory or neuro marketing) in this field)
- Distinguish different parameters / constructs within the consumer psychology models (like perception or attitude) and evaluate the influence on consumer decisions in different (buying) situations
- Understand and explain the different steps of the pricing process of a company, including details concerning price strategy / positioning, initial (value) pricing and price maintenance
- Assess and evaluate these steps of the pricing process for companies in different situations (real and fictive cases and situations)
- Understand, explain and construct the links between consumer psychology and pricing process
- Examine the application of different elements from consumer psychology on so called pricing behaviour (also Behavioural Pricing, Price Psychology) in different situations / for different cases
- Understand, explain and be able to measure specific behavioural price constructs, especially price interest, price image, price optics, price references / reference prices
- Propose measures to use this knowledge within the pricing concept of a company (for example in creating a special price optic or in creating special price references) in order to create a new price strategy and initial price positioning or in order to improve existing ones
- Create own case material to test and teach other students knowledge in consumer psychology and pricing

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence: to create new pricing concepts and critically assess existing pricing concepts in order to influence consumer perceptions and decisions
- Analytical competence: define, find and assess the necessary data and information on consumers (esp. consumer behaviour, consumer price perceptions) and companies
- Research competence: data collection (esp. pricing market research) and deduction of conclusions; scientific discussion of theoretical models
- Creative and problem solving competence: derive possible conclusions and develop measures
- Communication and teamwork competence: all tasks are to be handled in team work and this helps to strengthen the skills to coordinate all team members and resources for creating of the solutions (esp. for the presentation and documentation tasks), each of the steps is presented in both, speaking and writing (ppt), appropriate visualization skills are developed / strengthened
- Self-competence: function in a team, plan timeline according to deadlines within teams and towards presentation date
- International competence: all teams, all tasks are worked upon and delivered in German-International Teams

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject:

Consumer Psychology and Pricing

1. Foundations of Consumer Psychology and Reflection on Use Cases
 - Consumer Motives and Values
 - Consumer Response to Marketing Actions
 - Consumer behaviour models
 - 1st Reflections on Use Case
2. Pricing Process and Teaching Case Study
 - Major Steps of the Pricing Process of a Company
 - Price Strategy
 - Initial Pricing
 - Price Maintenance
 - Teaching Case
3. Price Psychology and Reflections on Use Case
 - Perceptual Challenges (Resulting from Consumer Psychology) of Prices
 - Prospect Theory (and other “modern” Theories) Used in Price Psychology
 - Dynamic Pricing Using the Key Learnings on Pricing Behaviour and Digital Trends
 - 2nd Reflections on Use Cases
4. Teaching Case Creation
 - Consumer (Psychology) Basics of the Target Group
 - Pricing Market Research Data
 - Presentation of Tasks and Master Solution

Lehrmaterial / Literatur Teaching Material / Reading Material	
For the subject Consumer Psychology and Pricing	<ul style="list-style-type: none"> • Evans, Martin/ Jamal, Ahmad/ Foxall, Gordon; Consumer Behaviour, Wiley Publications • Nagle, Thomas T./ Holden, Reed K.; The Strategy and Tactics of Pricing, Prentice Hall • Smith, Tim (2012): Pricing Strategy, South Western Cengage Learning • Additional material will be given during the course of the lectures if necessary
Internationalität (Inhaltlich) Internationality	
International teams cooperate to realise the assigned tasks (see below) and develop their solutions, use international literature	
Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Diverse: presentation and written; the module exam is split in single tasks/deliverables, each may be passed and (if needed) repeated on a single basis.	<p>Task 1 (10%): 1st Reflections on Use Cases Theory presentation on consumer behaviour models and application to one company (presented and documented) (ca. 10 min presentation (+ appropriate documents))</p> <p>Task 2 (10%): Teaching Case Presentation of the solution to the assigned tasks of a case with given data and information (ca. 5 min presentation (+ appropriate documents))</p> <p>Task 3 (10%): 2nd Reflections on Use Cases Theory presentation on price psychology (or selected constructs) and application (presented and documented) (ca. 10 min presentation (+ appropriate documents))</p> <p>Task 4 (40%): Intermediate written test based on relevant theory and transfer know-how (60 min.)</p> <p>Task 5 (30 %): Teaching Case Creation Presentation of the developed teaching case (presented and documented) (ca. 20 min presentation (+ appropriate documents))</p> <p>The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on five tasks.</p>

2.2.3 International Communication

International Communication			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Elective (Wahlpflichtfach)	6

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each winter semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Margo Bienert			Prof. Dr. Margo Bienert/ Robert Puchalla	
Voraussetzungen Prerequisites				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.		Project, seminar		Presence time: 60 h Self-study time: 120 h Total Time: 180 h

Lernziele, Qualifikationen des Moduls / Kompetenzen

Learning Outcomes and competences

After successfully completing this module the students achieved the following competences:

Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)

- Understand and assess communication theories
- Understand and assess communication planning
- Compare and prioritize appropriate theories or models for structuring interpersonal communication, especially negotiations
- Understand how to use interpersonal communication on digital level
- Understand how digital communication works and how to plan and use it
- Understand how to build up an integrated digital communication strategy

Other core competences (“Schlüsselkompetenzen”)

- Application and method competence, apply and modify above mentioned theories or models to communication exercises
- Application and method competence, apply and modify above mentioned theories or models to negotiations exercises
- Analytical competence, evaluate communication performance
- Understand and use holistic customer centricity approaches (Customer Journey, Customer Experience Mapping, Personas, Inbound Marketing, Lead nurturing)
- Understand and use digital analytical approaches
- Understand and use future digital communication trends (AR, VR, affective computing, AI,...)

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject:
International Communication

- Definition of communication, classic and interpersonal
- Marketing communication designs
- Marketing communication channels/ media management
- Interpersonal communication skills and models

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject
International Communication

- Marketing Communications, Lynne Eagle, Stephan Dahl, Barbara Czarnecka, Jenny Loyd
- Skilled Interpersonal Communications, Owen Hargie
- Getting to Yes, William Ury, Roger Fisher
- Everything is negotiable, Gavin Kennedy
- Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth
- Branded Interactions: Creating the Digital Experience, Marco Spies

Internationalität (Inhaltlich)

Internationality

International teams cooperate to generate negotiation and/ or communication strategies, use international literature

Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Written exam	Task 1 (0%: Students must participate in group work and exercises to qualify for attending the exam Task 2 (100%) Written exam based on relevant theory and transfer know-how, 90 min OR 50% + 50%

2.2.4 Applied User Experience Research

Applied User Experience Research			
		Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkten Number of Credits
		Mandatory Elective (Wahlpflichtfach)	6

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
THN Bahnhofstraße	English	One semester	Each summer semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor	
Prof. Dr. Alexander Hahn			Prof. Dr. Alexander Hahn	
Voraussetzungen Prerequisites				
Basic undergraduate foundations of statistics (e.g. descriptive statistics, Hypothesis testing,...).				
If you lack such knowledge, please conduct this free course on your own before the course starts. Please allow 50h. Otherwise, it will be hard to follow the course.				
Udacity: Intro to Statistics - Making Decisions Based on Data https://eu.udacity.com/course/intro-to-statistics--st101				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
The module is part of the mandatory modules within the master in international marketing, possible usage for other study programs is to be evaluated on a case-by-case basis.		Project, seminar		Presence time: 48 h Self-study time: 132 h (including the mandatory Udacity Rapid Prototyping course) Total Time: 180 h

Lernziele, Qualifikationen des Moduls / Kompetenzen Learning Outcomes and competences	
<p>After successfully completing this module the students achieved the following competences:</p> <p>Knowledge / expertise in the subject (academic skills or “Fachkompetenz”)</p> <ul style="list-style-type: none"> • Ability to conduct, evaluate, compare and criticize the design, execution, interpretation and presentation of digital market research • Knowledge about why and how to conduct user-centric research on marketing-related topics in a volatile, uncertain, complex and ambiguous digital environment (e.g. digital products and / or digital research methods) • Knowledge about the state of the art of digital market research as well as the ability to assess and evaluate upcoming market and technology trends <p>Other core competences (“Schlüsselkompetenzen”)</p> <ul style="list-style-type: none"> • Ability to lead and work in inter-cultural teams and reflect and synthesize on group work methods and processes <p>Ability to receive, evaluate, synthesize and respond to peer and stakeholder feedback</p>	
Inhalte der Lehrveranstaltungen Course Content	
Content of the subject: Applied User Experience Research	<ol style="list-style-type: none"> 1. Short recap on State-of-the-Art Methods: Design Thinking, Lean Startup, Rapid Prototyping 2. UX Research Principles (Persona, User Tasks, User Flows, Mental Models, UX Software Stack,...) 3. Basic Principles of Human-Computer Interaction for UX Researchers 4. A/B Testing Principles 5. Focus: Advanced Methods and Tools for Research (project-based) 6. Design of a Digital Market Research Project (project-based) 7. Conducting a Digital Market Research Project (project-based) 8. Interpreting a Digital Market Research Project (project-based) 9. Future Methods
Lehrmaterial / Literatur Teaching Material / Reading Material	
For the subject Applied User Experience Research	<p>Absolutely mandatory: Conduct the free course “Rapid Prototyping” by udacity before (!) the course (~30h) on your own. If you have not completed this course before, it will be hard for you to keep up with the course pace. https://eu.udacity.com/course/rapid-prototyping--ud723</p> <p>Recommended (please allow 30h for this): Udacity: A/B Testing by Google - Online Experiment Design and Analysis https://eu.udacity.com/course/ab-testing--ud257</p> <p>Various other articles and sources will be provided at the beginning of the lecture</p>
Internationalität (Inhaltlich) Internationality	
International teams cooperate to conduct their cases and projects, use international literature	
Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Project work and written exam	<p>Various 10-15min project presentations and applications (presented and documented)</p> <p>The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on consecutive presentations tasks (Entzerrung der Prüfungsleistungen über das Semester).</p>