

Module Catalogue | Modulhandbuch



Master in International Marketing (M.A.)

Winter Semester 2026/ 2027

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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	schrP, Ref/ StA	90,20,15	9
	International Marketing Research				
	Cross-Cultural Marketing				
2. Creation of International Market Offers		6	Ref/ StA, KI/ Ref/ StA	20,20,60,20	9
	Business to Business Marketing – Applied Project				
	B-to-B Applied Research Project - Theory				
3. International Marketing Tools		6	SchrP, StA/ Ref	90, 20,15	9
	Applied Quantitative Methods				
	SPSS/ Python				
4. Industrial Product and Market Development		6	Ref, StA, SchrP	20,20,90	9
	Applied Business Development Project				
	Product and Market Development - Theory				
5. General Studies and Thesis					30
	Business Ethics	2	Ref, StA/KI		
	Master Seminar Master Thesis		Ref/ Kol MA	20, 20	
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
- Proficient in use of MS Forms
- 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.	Pre-requisite to take exam and final presentation: upload link to own MS Forms Questionnaire in Moodle Classroom Task 1 (50%): Written exam based on relevant theory and transfer know-how, 90 min Task 2 (50%): Final presentation of semester project including: - MDP, MRP, Hypos – and all steps of a research plan presented and documented for current project or case - Method of Questionnaire Design or Question Format linked to Project, presented and documented  Task 1  Task 2

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

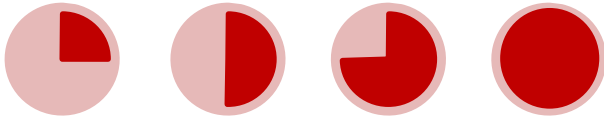
Course Content

Content of the subject: Business-to-Business Marketing	Marketing plan 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	• 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	The above plus: • 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.	Task 1 (25%): Theory presentation and points 1-3 of the marketing plan (analysis, positioning presented and documented) ca 5 min presentation (+appropriate documents) Task 2 (25%): Points 4-6 of the marketing plan (objectives, strategies, actions, budget plans presented and documented), ca 7 min presentation (+appropriate documents) Task 3 (25%): Intermediate written test based on relevant theory and transfer know-how, 60 min Task 4 (25 %): Points 7-9 of the marketing plan (final presentation: P+L, controlling, summary documented and presented, ca 8 min presentation (+appropriate documents) 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).  Task 1 Task 2 Task 3 Task 4

2.1.3 Module 3: International Marketing Tools

International Marketing Tools This module comprises 2 subjects: 1. Applied Quantitative Methods/ Statistics 2. SPSS/ Python				
		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 Bahnhofstr	English	One semester	Each winter semester	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor / Lecturer	
Prof. Dr. Christian Winkler			Prof. Dr. Christian Winkler	

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

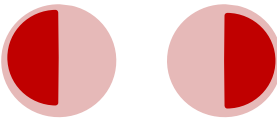
Course Content

Content of the course Python/SPSS	1. Research process 2. Introduction to Python and comparison to SPSS 3. Frequency distribution and dispersion + application with Python/SPSS 4. Sampling and exploring assumptions + application with Python/SPSS 5. Analyzing categorical data + application with Python/SPSS 6. Analyzing variances + application with Python/SPSS 7. Correlation and regression + application with Python/SPSS
Content of the course Statistics	1. Scientific theory 2. Validity, Reliability, Causality 3. Qualitative and quantitative research 4. Scales 5. Descriptive Statistics 6. Bivariate Statistics and correlation 7. Visualization 8. Sampling Error 9. Probability distribution 10. Estimation 11. Hypothesis tests 12. Empirical research

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the course Statistics	https://openstax.org/books/introductory-statistics/ o https://open.umn.edu/opentextbooks/textbooks/459
For the course Python/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 30 days of Python, https://github.com/Asabeneh/30-Days-Of-Python

Internationalität (Inhaltlich) Internationality	
International teams cooperate to generate and analyze their dataset, international literature	
Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Project work and written exam	Task 1 (50%): Digital examination: analysis of a given data set Task 2 (50%) Written test based on relevant theory and transfer know-how, 45 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).  Task 1 Task 2

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/ Prof. Dr. Volker Bilgram	

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)
- Understanding and applying AI-augmented innovation methods along the innovation process (e.g., Design Thinking, Double Diamond), including how generative AI contributes to ideation, concept development, user research, and the evaluation of ideas, based on empirical evidence from recent research.
- Critically assessing the quality and limitations of AI-generated innovation outputs, including novelty, customer benefit, feasibility, and the implications of integrating AI into design thinking and innovation processes.

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
- Hybrid human–AI collaboration competence, i.e., the ability to effectively orchestrate interactions between human creative judgment and AI-generated inputs, including prompting, critical reflection, and iteration strategies in design thinking and innovation tasks.
- Reflective AI literacy, including awareness of risks such as reduced ownership, bias, or overreliance on AI, as well as strategies for responsible and transparent AI use in team-based innovation settings.

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject:
Industrial Product and Market Development

Marketing plan

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
7. AI-augmented Innovation

Content of the subject
Applied Research & Transfer Project

Theories and models appropriate to creation and development of new businesses, i.e.

- 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	• Micheli, P., Wilner, S. J., Bhatti, S. H., Mura, M., & Beverland, M. B. (2019). Doing design thinking: Conceptual review, synthesis, and research agenda. <i>Journal of Product Innovation Management</i>, 36(2), 124-148. • Iansiti, M., & Lakhani, K. R. (2020). Competing in the age of AI: How machine intelligence changes the rules of business. <i>Harvard Business Review</i>, 98(1), 60-67. • Blank, S. (2013). Why the Lean Start-Up Changes Everything. <i>Harvard business review</i>, 91(5), 63-72. • 101 Creative Problem Solving Techniques, Higgins J. M. (2006) • The Power of Co-Creation, Ramaswamy V. / Gouillart 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)
For the subject Applied Research & Transfer Project	• 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)
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 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.	Task 1 (20%): Presentation of approx. 20min to highlight the findings and implications of the transfer project on a client challenge. Task 2 (40%): Written assignment / report of approx. 10-15 pages on the transfer project with the client. Task 3 (40%): Written 90-minutes exam based on relevant theory and transfer know-how The workload is distributed throughout the semester. Final grade according to weights of tasks 1-3. (Entzerrung der Prüfungsleistungen über das Semester).  Task 1 Task 2 Task 3

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
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 – Digital Business Ethics:

In this context students learn to reflect questions and content beyond pure profit and business criteria.

Within digital business ethics students work on some of the following topics:

The Ethical Landscape of digital business and Artificial Intelligence – Core challenges, from algorithmic bias to decision transparency.

CSR, Corporate Governance in digital businesses and w r t AI deployment – Roles, policies, and accountability structures.

Ethical Risks: Bad Actors, Misuse, Addiction and Weaponization of digital aspects and AI – eg game design, deepfakes, automated fraud, addictive ux designs, etc...

Privacy, Data Protection, and Security Ethics – Regulatory compliance, consent, and societal trust.

Future Outlook: Sustainable and Human-Centered AI in Business – Designing for long-term societal benefit

Overall legal and regulatory framework – eg EU AI Act, Digital Services Act, Digital Market Act, etc...

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

- Understanding definitions of “good” – within and beyond business and economic environments
- Understanding and reflecting digital business issues, including current AI driven challenges

Other core competences (“Schlüsselkompetenzen”)

- Ethical competence: identify dilemmata, recognize changes in perspectives and interests
- Communication competence, the research and transfer project to be handled including a written paper of an ethical subject within the field of digital business; 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 and current digital business and AI issues Theories on “good” including Plato, Aristotle, Kant, Mill, Moore Ethical theories regarding current digital and AI development

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the Master Thesis	• Müller, St., Academic Writing (TH Nürnberg) • Students research on their own
For the subject Business Ethics	• Sh. Zuboff / H. Nissenbaum • English translations/ 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%): presentation and written exam in business ethics Task 2 (90): Thesis and thesis poster submitted

2.2 Electives

2.2.1 Strategic Market Management

Strategic Market Management			
		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 electives 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 Market Management 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 Market Management 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 Market Management 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 Market Management

1. Introduction to Strategic Market Management (process and proceedings)
2. External and Customer analysis
3. Competitor analysis
4. Market and sub-market analysis
5. Environmental and strategic internal analysis
6. Creating advantages : Customer Value Leadership
7. Building and managing customer relationships
8. Creating valuable customers
9. Building and managing brand equity
10. Toward a strong brand relationship
11. Growth strategies

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject
Strategic Market Management

- Aaker, D./ McLoughlin, D. (2007): Strategic Market Management- European Edition or equivalent: Global Perspectives Edition
- Aaker, D. / Moorman, C. (2017): Strategic Market Management (11th Edition) or corresponding younger editions
- Additional material will be given during the course of the lectures if necessary

Internationalität (Inhaltlich) Internationality	
International teams cooperate to realize 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: 3 presentations and 2 written papers; the module exam is split in single tasks/deliverables, each may be passed and (if needed) repeated on a single basis.	Task 1 (20%): Case Study 1 (focus strategic (customer) analysis) Presentation of the solution to the assigned tasks of a case with given data and information (ca. 20 min presentation (+ appropriate documents)) Task 2 (20%): Case Study 2 (focus strategic (competitor) analysis) Presentation of the solution to the assigned tasks of a case with given data and information (ca. 20 min presentation (+ appropriate documents)) Task 3 (40%): Case Study 3 (complete case study covering strategic analysis and strategic growth) Presentation and paper presenting all elements of the Strategic Market Management process for one company and an evaluation of options for future growth (ca. 20 min presentation and paper ca 12-25 pages (+ appropriate documentation / sources)) Task 4 (20 %): Individual paper based on Case Study 3 (focus on business / marketing strategy of the selected company (paper ca. 1-4 pages) The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on four tasks.

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 electives 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 and initial (value) pricing
- 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. Course Introduction
2. 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
3. Pricing Process and Teaching Case Study
 - Major Steps of the Pricing Process of a Company
 - Price Strategy
 - Initial Pricing
 - Teaching Case
4. Price Psychology and Reflections on Use Case
 - Basics of Behavioral Pricing
 - Price Psychologic Effects (Observations and Explanations)
 - Dynamic Pricing Using the Key Learnings on Pricing Behaviour and Digital Trends
 - 2nd Reflections on Use Cases
5. Teaching Case Creation
 - Consumer (Psychology) Basics of the Target Group
 - Pricing Market Research Data for Price Strategy and Initial Pricing
 - Presentation of Tasks and Master Solution

Lehrmaterial / Literatur Teaching Material / Reading Material	
For the subject Consumer Psychology and Pricing	• Blackwell, Roger D. / Miniard, Paul W. / Engel, James F. (latest edition): Consumer Behavior, Thomson South-Western • Evans, Martin / Jamal, Ahmad / Foxall, Gordon (latest edition): Consumer Behaviour, Wiley • Husemann-Kopetzky, Markus (2018): Handbook on the Psychology of Pricing, Pricing School Press • Liozu, Stephan M. (2016): Dollarization Differentiation Value, Value Innovation Advisors Publishing • Nagle, Thomas T. / Holden, Reed K. (latest edition): The Strategy and Tactics of Pricing, Prentice Hall • Norton, Michael I. / Rucker, Derek D. / Lamberton, Cait (Ed.) (latest edition): The Cambridge Handbook of Consumer Psychology, Cambridge University Press • Simon, Hermann / Fassnacht, Martin (latest edition): Price Management, Springer • Smith, Tim J. (latest edition): 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 realize 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.	Task 1 (10%): 1st Reflections on Use Cases Theory presentation on consumer behaviour models and application to one company (presented and documented) (ca. 20 min presentation (+ appropriate documents)) Task 2 (10%): Teaching Case Presentation of the solution to the assigned tasks of a case with given data and information (ca. 20 min presentation (+ appropriate documents)) Task 3 (10%): 2nd Reflections on Use Cases Theory presentation on price psychology (or selected constructs) and application (presented and documented) (ca. 20 min presentation (+ appropriate documents)) Task 4 (40%): Intermediate written test based on relevant theory and transfer know-how (60 min.) Task 5 (30 %): Teaching Case Creation Presentation of the developed teaching case (presented and documented) (ca. 30 min presentation (+ appropriate documents)) The workload is distributed throughout the semester, assessment is based on competence milestones, thus there is one final grade based on five tasks.

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 (50%): Students must participate in group work and exercises to qualify for attending the exam

Task 2 (50%) Written exam based on relevant theory and transfer know-how, 90 min

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/ Prof. Dr. Christian Winkler	
Voraussetzungen Prerequisites				
Basic undergraduate foundations of statistics (e.g. descriptive statistics, Hypothesis testing,...).				
Interest in getting to know new research, testing and analysis methods which might involve learning some basic coding skills				
Verwendbarkeit Availability			Lehrformen Teaching Methods	Workload
The module is part of the electives 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 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”)

- Ability to conduct, evaluate, compare and criticize the design, execution, interpretation and presentation of qualitative and quantitative user experience research in order to create functional, aesthetic and hedonic (digital) products and services
- Application of vibe coding, no-code and low-code tools to create digital products and services
- Knowledge about why and how to conduct user-centric research
- Statistical validation of data sets
- Basic coding skills

Other core competences (“Schlüsselkompetenzen”)

- Ability to lead and work in inter-cultural teams and reflect and synthesize on group work methods and processes
- Ability to receive, evaluate, synthesize and respond to peer and stakeholder feedback

Inhalte der Lehrveranstaltungen

Course Content

Content of the subject:

Advanced Digital Market Research

1. Short recap on State-of-the-Art Methods: Design Thinking, Lean Startup, Rapid Prototyping
2. Basic Principles of Human-Computer Interaction for UX Researchers
3. Project work 1: Rapid Digital Prototyping and Qualitative User Testing of a Digital Product
4. Theoretical statistics Recap
5. Applied statistics via interactive data exploration (and generation)
6. Project work 2: Analyze a third-party dataset

Lehrmaterial / Literatur

Teaching Material / Reading Material

For the subject

Advanced Digital Market Research

Recommended: basic Python and pandas skills (any tutorial will do)

Various other articles and sources will be provided at the beginning of the lecture

Internationalität (Inhaltlich)

Internationality

International teams cooperate and analyze their dataset, international literature, international group work and group presentation.

Modulprüfung

Method of Assessment

Prüfungsform

Type of assessment

Art inkl. Gewichtung

Type and weight of assessment

Project work and written exam

Various 10-15min project presentations and applications

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).

2.2.5 Sponsorship-Linked Marketing

Sponsorship- linked 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. Florian Riedmüller			Prof. Dr. Florian Riedmüller	
Voraussetzungen Prerequisites				
Verwendbarkeit Availability			Lehrformen Teaching Methods	Workload
The module is part of the electives 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: 42h Self-study time: 138h Total Time: 180h

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”)

At the end of the module students understand how sponsorship portfolios are created from the perspective of different stakeholders (sponsors and ambushers, event organizers, individuals, media). This includes sponsorship in sports, arts and culture, social causes, science and education, as well as ecological causes. The students understand the basics in sponsorship and sponsorship-linked marketing, including recent developments and the chain of effects of the sponsorship-linked marketing management process. The students also understand the mechanisms of how recipients process sponsorship messages. They are able to use different methodological concepts in order to quantify the effects of sponsorship messages on recipients and relate these measures to the predefined goals of the stakeholders. The students are able to identify success factors of sponsorship-linked marketing and they can use methods that measure the success of sponsorship. The students are able to create both innovative sponsorship strategies as part of the sponsorship portfolio management and strategies that help sponsors protect the sponsorship rights against ambushers.

Inhalte der Lehrveranstaltungen Course Content	
Content of the subject: Sponsorship-linked Marketing	The course includes twelve units that are part of four larger areas: A. Introduction and Overview of the Sponsorship-linked Marketing Management Process 1. Introduction to Sponsorship and Sponsorship-linked Marketing 2. The Sponsorship-linked Marketing Management Process B. How Sponsorship-linked Marketing Activities Influence Stakeholders 3. The Effects of Sponsorship-linked Marketing Activities on Recipients 4. Theories on the Processing of Sponsorship Messages (I) 5. Theories on the Processing of Sponsorship Messages (II) 6. Visual Attention to Sponsors at the Site of Events and in the Media C. Outcome Measurement and Controlling in Sponsorship-linked Marketing 7. Measuring and Interpreting Sponsorship Outcome Variables 8. Sponsorship-linked Marketing and the Financial Success of Brands D. Sponsorship-linked Marketing Implementation 9. Leveraging Tools in Sponsorship-linked Marketing 10. Non-sponsor Brand Behaviors: Official Sponsorship versus Ambush Marketing 11. The Sponsor Perspective: How to Create Unique Sponsorship Portfolios 12. The Sponsored Property Perspective: How to Recruit and Retain Sponsors
Lehrmaterial / Literatur Teaching Material / Reading Material	
For the subject Sponsorship-linked Marketing	• Cornwell, T.B. and Kwon, Y. (2020), "Sponsorship-linked marketing: research surpluses and shortages", Journal of the Academic Marketing Science, Vol. 48, pp. 607-629. • Fahy, J., Farrelly, F. and Quester, P. (2004), "Competitive advantage through sponsorship", European Journal of Marketing, Vol. 38 No. 8, pp. 1013-1030. • Gwinner, K. and Swanson, S.R. (2003), "A model of fan identification: antecedents and sponsorship outcomes", Journal of Services Marketing, Vol. 17 No. 3, pp. 275-294. • Riedmüller, F./Ivens, B./van Dyck, P. (2020): Success factors in managing the sponsor-sponsee-relationship—a fuzzy-set qualitative comparative analysis for state-owned enterprises in Germany, in: International Journal of Sports Marketing and Sponsorship, Vol. 21 No. 4, pp. 577-596.
Internationalität (Inhaltlich) Internationality	
use international literature	
Modulprüfung Method of Assessment	
Prüfungsform Type of assessment	Art inkl. Gewichtung Type and weight of assessment
Project work and presentation	50% Written exam (90 min) 50% presented and documented project report