

Introduction to Marketing

This course provides you with a basic understanding of the essential elements of successful marketing. We will discuss Marketing Mix strategies (4 Ps), marketing research and segmentation, Digital Marketing as well as key Marketing concepts such as Buyer Personas, Customer Journey, USP, Inbound vs. Outbound Marketing. Through case studies presented by the students we will use the internationality of our group to learn more about successful marketing strategies from your countries.

Assessment: Presentation of international Case Studies

Lecturer: LB Dr. Klüver-Beck

ECTS: 4