

Sustainable Marketingmanagement Cases & Methoden empir. Sozialforschung

Module:	<i>Sustainable Marketingmanagement Cases & Methoden der empirischen Sozialforschung</i>			
Acronym:	Semester:	Type:		
SMC	1. semester/ once a year in winter semester	Compulsory module		
EMMA Code:	Module coordinator:	Lecturers:		
	Prof. Dr. Claudia Brözel	Prof. Dr. Claudia Brözel+ visiting lecturers		
Sub-modules:	Examination prerequisite(s):	Examination form(s):	Weekly hours per semester:	ECTS:
Methods of Empirical Social Research		sP <i>Explanation: The module has a seminaristic character, the participants develop a marketing-thematic focus (or case) selection by the groups themselves (70%) this will be presented and discussed in the plenary session).</i> <i>Finally a homework on the subject is given (30%)</i>	5	6

Workload (h):	Teaching form(s):	Language:
presence education: 56,26 h self-study: 120 h Examen: ca. 4,5 h	Lecture, Case Studies, Ü	German, English
Course prerequisites:	Recommended connections:	Usability in other curricula:
	Recommended Basic Literature Business Administration, Marketing as well as online sources	
Content:		
<p>The module initially offers a structure based on marketing principles and then develops the structure, manifestations, delimitation and peculiarities of tourism marketing. The student learns the marketing conception, planning, segmentation positioning, communication and distribution as a strategic approach of marketing with a deepening of eMarketing and social media marketing. In particular they will discuss: structure, manifestations and peculiarities of tourism - marketing; Digital marketing measures, strategic fields of application and controlling; Digital marketing tools, mobile marketing and performance marketing; Social media marketing, de-marketing; The course empowers students to plan, design, and control digital marketing activities, as well as to assess the associated tools and balance their use in practice. Knowledge and conceptual differentiation of Green Marketing, Sustainable Marketing and Sustainability Communication.</p> <p>The course discusses sustainable corporate governance in the field of marketing from a scientific and practical perspective. Along the steps of the decision-oriented management approach (goals, strategies, implementation, control), in particular case studies from both science and practice should be worked on and ensure a holistic perspective. Incl. a one-day Design Thinking Workshop.</p> <p>The course also includes a several day deepening on market research with market research foundations for empirical qualitative and quantitative surveys as well as online research. The focus of an exercise is on the qualitative data analysis with appropriate software.</p>		

This module handles with content that could be brought into a line with the following [sustainable development goals \(SDG\)](#)

- 5. Gender equality
- 8. Decent work and economic growth
- 9. Industry, Innovation, and Infrastructure
- 10. Reducing inequalities

Goals:			percentage	indexing DQR
Professional skills	knowledge	The students have a broad integrated marketing knowledge including the scientific basis and the current technical problem in the tourism industry. The students have a wide range of methods, which are founded in the field of empirical social research as well as in marketing and can develop a solution for current problems in the team. At the same time, students reflect on marketing strategies related to sustainable business alignment.	30	6
	skills	Examination of scientific, theoretical research approaches and their possible solution application to current problems of marketing. Different communication options and different presentation approaches as well as tools.	25	6
Personnel competences	Social competence	Team skills, dealing with given tasks in a defined time. Leading groups to solve a task Argumentative presentation of their own approaches and their further development.	15	6
	autonomous working	Self-reliance, responsibility, reflection, learning competence	30	6

Literature:

Marketing:

Bruhn, M. (2010) Marketing – Grundlagen für Studium und Praxis; Gabler Lehrbuch – 10. Auflage.

Kreutzer, Ralf, T. (2012) Praxisorientiertes Online-Marketing. Konzepte – Instrumente – Checklisten, Gabler Lehrbuch, 1. Auflage.

Levinson, Jay Conrad/ Horowitz, Shel (2010) Guerrilla Marketing Goes Green – Winning Strategies to improve your profits and your planet, published by John Wiley & Sons, inc., Hoboken, New Jersey

Grant, John (2010) (3. Aufl) The Green Marketing Manifesto; published by John Wiley & Sons, Ltd, The Atrium Southern Gate, Chichester, West Sussex

Godemann, J./Michelsen, G. (Hrsg) (2007) 2. Aktualisierte Auflage: HANDBUCH Nachhaltigkeitskommunikation – Grundlagen und Praxis; oekom Verlag, München

Marktforschung:

Buber, R./Holzmüller, H. (Hrsg) (2009) Qualitative Marktforschung. Konzepte – Methoden – Analysen (2. Auflage), Gabler, Lehrbuch.

Kuckartz, U; Rädiker, S; Ebert, T; Schehl, J.:

Statistik. Eine verständliche Einführung. Wiesbaden: VS Verlag 2010

Kuckartz, U. (2012) Qualitative Inhaltsanalyse. Methoden, Praxis, Computerunterstützung, Beltz/Juventa Verlag

Kuckartz, U. (2010) Einführung in die computergestützte Analyse qualitativer Daten, VS Verlag, Wiesbaden.

Kuckartz, U./Ebert, T./Rädiker, S./Stefer, C. (2009) „Evaluation Online“ Internetgestützte Befragung in der Praxis., VS Verlag Wiesbaden.

Kuckartz, U./Dresing, T./ Rädiker, S./, Stefer, C. (2008) „Qualitative Evaluation“ Der Einstieg in die Praxis. VS Verlag, Wiesbaden.

Strauss/Corbin (1996) Grounded Theory: Grundlagen Qualitativer Sozialforschung. BELZ Psychologie VerlagsUnion.

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eMarketing:

http://paper.li/XeMarketing/1317036051?utm_source=subscription&utm_medium=email&utm_campaign=paper_sub#

TED Talks

http://www.ted.com/search?cat=ss_all&q=Sustainability+

Websites (Auswahl)

Online Marketing Radar: <http://www.online-marketing-radar.de/category/social-media/>

<http://www.socialmedia-blog.de/2010/04/5-kostenfreie-social-medi-monitoring-tools>

<http://www.dmexco.de>

<http://www.sustainablebrands.com/>

http://www.sustainablebrands.com/digital_learning (Lernplattform/Videos)

<http://www.umweltdialog.de/umweltdialog/rubrikverteiler/index.php> (Wirtschaft - Verantwortung - Nachhaltigkeit) Informationen

<http://www.green-responsibility.de/marketingpower-fur-nachhaltigkeit> (Netzwerk für nachhaltige Kommunikation)

<http://www.nachhaltigkeits-marketing.de/index.php?/plugin/tag/nachhaltigkeitsmarketing> (Nachhaltigkeits-Marketing-Blog)

Last update of the Module Description:

Prof. Dr. Claudia Brözel (12.4.2019)