



## Course and Examination Fact Sheet: Spring Semester 2019

### 8,206: Marketing and Consumer Behavior

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (45%)

Decentral - Written examination (55%, 60 mins.)

#### Attached courses

Timetable -- Language -- Lecturer

[8,206,1.00 Marketing and Consumer Behavior](#) -- Englisch -- [Reinecke Sven](#)

#### Course information

#### Course prerequisites

no specific preconditions

#### Course content

In this course, based on a discussion of customer buying behavior, several concepts of strategic marketing management and marketing communications are put forward.

**a) Marketing audit as a "health check":** A marketing audit is a comprehensive, systematic, independent, and periodic examination of a company's or business unit's marketing environment, objectives, strategies, and activities with a view to determining problem areas and opportunities and recommending a plan of action to improve the company's marketing performance. 2 different approaches will be discussed: Kotler's checklist and the McKinsey Brand Funnel.

**b) The four core tasks in marketing** (customer acquisition, customer retention, product innovation, and product maintenance) are the basis for the creation and implementation of business models that allow a company to achieve competitive advantages:

- Customer relationship management (customer acquisition and retention): determinants of customer value, customer portfolios & selection, customer segmentation, customer satisfaction management, customer recovery, affinity cards & clubs.

- Product management (product innovation and maintenance): diffusion & adoption of innovations, product innovation strategies, assortment strategies, product management).

**c) Branding and (digital) communication** (keywords: 7 deadly sins of branding; viral communication)

**d) Price management**

**e) Marketing management control & marketing metrics** (keywords: return on marketing, marketing metrics, marketing budgeting, balanced marketing scorecard).

#### Course structure

1. The Core Principles of Marketing & Marketing Audit
2. Task-oriented Marketing: Marketing as a Driver of Profitable Growth
3. Customer Segmentation & Selection: Understanding & Targeting Customers
4. Customer Relationship Management: From Customer Satisfaction to Customer Retention to Customer Journey Management



5. Management & Product Innovation, Selected Trends from Silicon Valley
6. Brand Management: The 7 Deadly Sins of Branding - and How to Avoid them
7. Viral Marketing Communication
8. Capturing Value: Active Price Management
9. Marketing Management Control

## Course literature

1. Reader with selected marketing journal articles (published when course starts)
2. Slides (each uploaded in StudyNet in advance of a class)
3. Case Studies (published when course starts)

## Additional course information

Methods: Lecture, in-class discussion, integrated case studies, several guest lectures, company visit

**In case of questions, please contact the appointed course assistant:** Sophie Schüller

(T) +41 71 224 7165 Sophie.schueller@unisg.ch

Please note that this course will not be open for bidding in the waiting list rounds. Students can bid for the course in the preliminary and main rounds of the bidding only.

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination time and form

Decentral - Presentation (in groups - all given the same grades) (45%)

##### Remark

in-class moderation of a case study

##### Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

##### Supplementary aids

no rule

##### Examination languages

Question language: English

Answer language: English

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#### 2. Examination sub part (2/2)

##### Examination time and form

Decentral - Written examination (55%, 60 mins.)



## Remark

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## Examination-aid rule

Extended Closed Book

The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

## Supplementary aids

none

## Examination languages

Question language: English

Answer language: English

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## Examination content

Content and objects of the lecture with an emphasis on:

- Execution of a marketing audit
- Familiarity with the major tasks of market-oriented management based on a profound knowledge of consumer behavior
- Application of customer selection & segmentation approaches
- Application of the task oriented approach (customer acquisition, customer retention, product innovation, product maintenance) within the process of strategic marketing planning
- Definition and application of a market-oriented system of performance management & control
- Discussion, analysis and application of well-approved concepts of marketing (e.g. branding, viral communication, pricing) and consumer behavior theory

## Examination relevant literature

Reader (articles marked with \*)

Script (lecture notes & slides)

### Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc. When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 24 January 2019
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 18 March 2019
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 08 April 2019

Please look at the fact sheet once more after these deadlines have expired.