



## Course and Examination Fact Sheet: Spring Semester 2022

### 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%)

Examination time: term time

Decentral - Written examination (with defined exam duration) (55%, 90 mins.)

Examination time: term time

#### Attached courses

Timetable -- Language -- Lecturer

[8.206.1.00 Marketing and Consumer Behavior](#) -- Englisch -- [Reinecke Sven](#)

#### Course information

#### Course prerequisites

Basic marketing course (e.g. marketing-mix) on bachelor level

#### Learning objectives

- 1) Studying the major tasks of **market oriented management** based on a profound knowledge of consumer behavior.
- 2) Understanding and applying the process of **customer segmentation**
- 3) Investigating major current **marketing trends** to better understand the role of key marketing tasks in **creating and capturing value**.
- 4) Understanding and applying concepts of **branding** and **(digital) viral communication**.
- 5) Defining and applying a market oriented system of **performance management** & control.

#### 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"

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; social media)

d) Price management

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

In 2022, the course will be conducted in close collaboration with Läderach - Chocolaterie Suisse.

In groups, students will conduct a critical review of selected marketing concepts of Läderach (e.g. segmentation, social media



marketing, customer experience management, multi-channel management, pricing, ...) and propose optimization measures. The course therefore starts with a company visit to the headquarters in Glarus (if the COVID19 situation allows it) and ends with a presentation of selected results to the management of Läderach (if possible in the new SQUARE of the HSG).

The course will include additional guest lectures from a selection of best marketing companies and probably a cinema event (presentation of Cannes lions in Cinema Scala in St. Gallen, depending on COVID-19 situation).

## Course structure and indications of the learning and teaching design

4 hours each Wednesday from 8-12; NOT during the break (actual time and room information in the online timetable apply)

## Course literature

There will be a reader on the Studynet with all exam relevant literature.

## Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, the course information listed above will be changed as follows:

- The course is conducted online via the platform Study Net (Zoom)
- The recordings of the course /// are usually available for 30 day /// (exceptions are possible, e.g. guest lectures)
- The lecturer informs via ///StudyNet// on the changed implementation modalities of the course;
- Course content such as ///excursion and cinema event are cancelled;

The examination information listed below would be changed as follows:

- The /// presentation /// written examination are conducted online and are being recorded;
- The examination modality and further information are communicated via /// StudyNet

## 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%)

Examination time: term time

##### Remark

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##### 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

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##### 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 (with defined exam duration) (55%, 90 mins.)

Examination time: term time

### 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, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

### Supplementary aids

#### **If exam is online: open book**

Students are free to choose aids but will have to comply with the following restrictions:

- All the pocket calculators that are not of the Texas Instruments TI-30 series are explicitly inadmissible.
- Students are themselves responsible for the procurement of examination aids.

For examinations with electronic aids, students may be asked to install a predefined software on their own computer. The procurement and financing of the necessary technical aids, hardware and software as well as ensuring their functionality is the responsibility of the students, unless they are explicitly provided by the University.

If the examination is conducted with the candidates' own laptop or computer, the private device must meet the following requirements:

- Operating system: Windows or macOS
- Software: Microsoft Excel (minimum: Office 2016 or Microsoft Office 365) and current internet browser;
- All necessary updates for the controlled functioning of the operating system and the required software must be installed;
- HSG login: The HSG account must be functional and the access data must be known;
- Network and power: The device must be WLAN capable and have a stable internet connection. For examinations written outside the University premises, a stable internet connection with a sufficiently high transmission rate as well as the availability of a power supply must be ensured at the user's own responsibility;
- Battery life: Operation must be guaranteed during the entire examination period. The device must have a battery life of at least 90 minutes. It is recommended to carry a working power supply;
- Video and audio capability: For examinations which are not held on University premises, the equipment must have a functioning webcam and a functioning, correctly adjusted microphone.

Participants are responsible for ensuring that their equipment is working properly and allows the partaking in the examination. Any deficiencies in the personal infrastructure are the responsibility of the students. Any deficiencies due to the students' own technology or a lack of an uninterrupted internet connection will not be recognized as procedural errors in the execution of the examination.

The examination is to be taken exclusively by the candidate and only with the help of the permitted aids. The use of additional software, in particular of another internet browser or communication software, is strictly forbidden during the entire examination. Any use of software other than the specified software requires the express prior written permission of the



examination administration.

When using a LockDown browser, all applications (internet browser, Office, file explorer, etc.) are blocked and the documents on the computer are therefore not accessible. Any other aids and documents permitted in this leaflet must therefore be printed and/or physically available.

In the case of examinations with electronic aids on the premises of the University, the following shall apply in particular

- After the corresponding request of the examination administration, all connections of the device with networks or other devices (mobile network, WLAN, Bluetooth, etc.) must be disconnected.

For online examinations that do not take place on the University campus, the following applies in particular:

- The identity of the examinee will be verified via webcam before the examination begins. Photographs can be taken. The HSGcard or identity card must be kept ready for this purpose.
- Any unannounced unauthorized removal from the recording area of the webcam may be punished as a culpable violation of the examination conditions.
- Oral examinations may be recorded. The recording may be used for evaluation purposes and documents the examination in the event of appeal and/or disciplinary proceedings. The recordings shall be deleted after the appeal period or any proceedings have expired.
- The use of a headset is only permitted during an oral examination.

### **If exam is offline: extended closed book**

The use of aids is limited. 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, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

### **Examination languages**

Question language: English

Answer language: English

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## **Examination content**

- All lectures and the guest lectures.
- all student presentations and discussions of the specific marketing audits.

## **Examination relevant literature**

There will be a reader available. The exam relevant literature will be marked with an (R).

The student groups will define 1 central article per marketing trends. This article will be relevant for the exam as well.



## Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 27 January 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 15 (Monday, 11 April 2022).