



Course and Examination Fact Sheet: Spring Semester 2024

8,206: Marketing and Consumer Behavior

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Presentation, Analog, Group work group grade (45%)

Examination time: Term time

decentral - Analog written examination, Analog, Individual work individual grade (55%, 90 mins.)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,206,1.00 Marketing and Consumer Behavior](#) -- English -- [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, viral and sustainability 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), communication of sustainability (avoiding greenwashing)

d) Price management

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

In 2024, the course will be conducted in close collaboration with Holy Fashion Group Kreuzlingen with the leading brands Strellson, Joop and Windsor.

In groups, students will conduct a critical review of marketing concepts of selected brands of the Holy Fashion Group (e.g. segmentation, product management, social media marketing, customer experience management, e-commerce, pricing, ...) and



propose optimization measures.

The course therefore includes a company visit to the headquarters in Kreuzlingen and ends with a presentation of selected results to the management of the Holy Fashion Group (if possible in the SQUARE of the HSG).

The course will include additional guest lectures from a selection of best marketing companies.

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

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Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	45%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Moderation of 60 min in class on selected topic

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/2)

Examination modalities

Examination type	Analog written examination
Responsible for organisation	decentral



Examination form	Written exam
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	55%
Duration	90 mins.

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

TI-30 series calculator, language dictionaries without notes

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 group. These articles 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 13 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, 25. Januar 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 13 (Monday, 25 March 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: Starting with de-registration period in CW 15 (Monday, 08. April 2024).