

## t.MARI - Marketing für Ingenieure

**Person responsible for the course:** Maria Youssefzadeh, youm

**Credits:** 5

**Valid for:** 2010/2011

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### Learning objectives:

The students know the meaning of the term marketing. They know what market research is and why it is done. They have a basic knowledge of the most important methods of market and data analysis. They understand the differences and the communalities between classic product marketing and services marketing.

### Course content:

- Principles of Marketing (Definition, Marketing mix, strategic marketing)
- Market research (Common issues and methods of analysis)
- Introduction to Services Marketing

### Previous knowledge:

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### Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	14*4
Tutorial/Practicum	14*2
Group teaching	
Block instruction	
Seminar	

### Assessment:

According to the table or as specified in writing by the lecture at the beginning of the semester!

Number	Type	Weighting
1	End of term exam	0.6
2	Exam during the semester	0.4
	Further assessments	

### Language of instruction:

German/English

### Instruction material:

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### Comments:

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