



**Hochschule  
Bonn-Rhein-Sieg**  
University of Applied Sciences

Department of Management Sciences  
Campus Rheinbach



Modules Handbook  
Marketing M.Sc.



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## 0 Curriculum

<b>Modules</b>	<b>Index number</b>	<b>ECTS-points</b>	<b>semester hours</b>	<b>Exam acc. to</b>
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### Modules of 1st Semester

Module Transformation & Digitalization	A	10	6	§ 15 Par. 3
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Module Product & Sales	B	8	4	§ 15 Par. 3
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### Modules of 2nd Semester

Module Marketing Implementation	C	12	6	§ 15 Par. 3
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### Modules spanning the 1st and 2nd semesters

Module Marketing Process & Strategy	D	8	4	§ 15 Par. 3
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Module Market Research & Data Management	E	16	8	§ 15 Par. 3
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### Modules spanning the 2nd and 3rd semesters

Module Promotion & Pricing	F	8	4	§ 15 Par. 3
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Module Negotiation	G	6	3	§ 15 Par. 3
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### Module of the 3rd Semester

Module Master's Thesis & Colloquium	H	22	0	§ 15 Par. 3
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Total ECTS points/number of hours		90		
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## **1 Modules of 1st Semester**

- Module Transformation & Digitalization
- Module Product & Sales



## 1.1 Module Transformation & Digitalization

<b>Transformation &amp; Digitalization</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
A	300 h	10	1st sem.	Winter semester	1 Semester
<b>1</b>	<b>Lectures/seminars</b>		<b>Contact time</b>	<b>Self-study</b>	<b>Planned group size</b>
	<b>A1:</b> Digitalization of Business Models  <b>A2:</b> Future Trends & Scenario Techniques  <b>A3:</b> Business Model Generation		6 SCH / 90 h	210 h	35 Students
<b>2</b>	<b>Learning outcomes / skills</b>  The students acquire deeper knowledge about the process of transformation of companies. This includes an in-depth understanding of digitalization and the technological causes. Central to this process is the contribution of digitalization to the modification of existing, or to the definition of new business models. Students will study concrete examples and complete in-depth workshops to learn about both variants (modification and definition of new business models).  Furthermore, the students should be put in the position of having to recognize future developments and evaluate them systematically.  In addition, students will expand their Bachelor-level knowledge and learn the basics academic skills to write term papers, presentations, speeches etc. This is part of the A1 course, where developing an academic presentation is part of the curriculum throughout the semester.				
<b>3</b>	<b>Contents</b>  <b>A1:</b> The content of the lecture builds on the basic knowledge acquired during the Bachelor's programme, whereby the emphasis is on the following points: <ul style="list-style-type: none"> <li>• Scope and definition of digitalization</li> <li>• Causes of transformation processes</li> <li>• Economic consequences of digitalization</li> <li>• Description of the transformation process</li> <li>• Success factors of transformation processes</li> <li>• Analysis of appropriate benchmarks</li> <li>• Harmonization of prior academic work skills</li> </ul>				



	<p><b>A2:</b> The content of the lecture focuses on the systematic examination of future mega-trends and methods of identifying and judging these trends:</p> <ul style="list-style-type: none"><li>• Presentation and analysis of future megatrends: technology, infrastructure, information processing, digitalization, etc.</li><li>• Empirical and theoretical foundations of megatrends: Kondratiev cycles, Schumpeter's "Entrepreneur"; Moore's Law, etc.</li><li>• Demonstration of various possibilities to use different techniques</li></ul> <p><b>A3:</b> The content of the lecture focuses on imparting a deep understanding of the design and evaluation of business models:</p> <ul style="list-style-type: none"><li>• Analysis of business models</li><li>• Approaches to business modelling: Business canvas model generation and alternatives</li><li>• Transformation of existing business models</li><li>• Transformation of existing business models and ensuring competitiveness, particularly in technology-driven markets</li><li>• Evaluation of business models</li></ul> <p>Matching case studies are analysed to elaborate on the course contents.</p>
<b>4</b>	<b>Forms of teaching and learning</b> Seminar lessons, project work, group work, case examples, case studies
<b>5</b>	<b>Preconditions for participation</b> <b>Formal:</b> none <b>Contents:</b> none
<b>6</b>	<b>Forms of examination</b> Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a>
<b>7</b>	<b>Preconditions for awarding credit points</b> The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme



<b>9</b>	<b>Weighting in the final grade</b> The module grade will be weighted according to the course credits.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b> Prof. Dr Jens Böcker and professors of the Department of Management Sciences, as well as external tutors (alternating).
<b>11</b>	<b>Additional information</b> The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.



## 1.2 Module Product & Sales

<b>Product and Sales</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
B	240 h	8	1st sem.	Winter semester	1 Semester
<b>1</b>	<b>Lectures/seminars</b> <b>B1:</b> Product/ Innovation Management & Services <b>B2:</b> Sales	<b>Contact time</b> 4 SCH / 60 h	<b>Self-study</b> 180 h	<b>Planned group size</b> 35 Students	
<b>2</b>	<p><b>Learning outcomes / skills</b></p> <p>The students acquire deeper knowledge about the whole spectrum of product-/innovation- and distribution policies. The success factors when designing products and the processes associated with them are the central focus here. Moreover, the different variations in distribution will be presented and discussed in detail, along with the deciding criteria underpinning them. Targeted case studies serve to link the course contents with the reality of business life.</p>				
<b>3</b>	<p><b>Contents</b></p> <p><b>The following contents will be presented and discussed in B1:</b></p> <ul style="list-style-type: none"> <li>• Goals of product-policy decisions</li> <li>• Overview of the policy decisions relating to products and programs</li> <li>• Description of product innovation and the various kinds of innovation</li> <li>• Effects of new developments such as digitalization or systems theory approaches on innovation management</li> <li>• Dealing with old and new paradigms in product management</li> <li>• Taking prevailing conditions into account when making product policy decisions</li> <li>• Structured generation, selection and implementation of product innovations for the creation of a strategic product portfolio</li> </ul> <p><b>The following contents will be presented and discussed in B2:</b></p> <ul style="list-style-type: none"> <li>• Goals and prevailing conditions of policy decisions relating to distribution</li> <li>• Overview and selection criteria of distribution channels</li> <li>• Interplay of online and offline channels.</li> <li>• Characteristics of online distribution platforms</li> <li>• Steering and controlling distribution-policy decisions</li> <li>• Forms of distribution and systematic distribution approaches</li> </ul>				





	<ul style="list-style-type: none"><li>• Digital media profiling in distribution</li><li>• Sales psychology and compliance</li></ul>
<b>4</b>	<b>Forms of teaching and learning</b> Seminar lessons, project work, group work, case examples, case studies
<b>5</b>	<b>Preconditions for participation</b> <b>Formal:</b> none <b>Contents:</b> none
<b>6</b>	<b>Forms of examination</b> Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a>
<b>7</b>	<b>Preconditions for awarding credit points</b> The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
<b>9</b>	<b>Weighting in the final grade</b> The module grade will be weighted according to the course credits.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b> Prof. Dr Jens Böcker and professors of the Department of Management Sciences, as well as external tutors (alternating).
<b>11</b>	<b>Additional information</b> The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.



## **2 Modules of 2nd Semester**

- Module Marketing Implementation



## 2.1 Module Marketing Implementation/International Marketing

Marketing Implementation/International Marketing					
Index number	Workload	ECTS	Study - semester	How often offered	Duration
C	360 h	12	2nd sem.	summer semester	1 Semester
<b>1</b>	<b>Lectures/seminars</b>  <b>C1:</b> Marketing Implementation/ International Marketing  <b>C2:</b> Case Studies	<b>Contact time</b>  6 SCH / 90 h	<b>Self-study</b>  270 h	<b>Planned group size</b>  35 Students	
<b>2</b>	<b>Learning outcomes / skills</b>  The students acquire deeper knowledge about putting marketing policy measures into action to successfully deal with markets. Special focus on: International marketing, developments in technology/digital markets, globalization, etc.				
<b>3</b>	<b>Contents</b>  <b>C1:</b> The content of the lecture builds on the basic knowledge acquired during the Bachelor's programme, whereby the emphasis is on the following points: Focal points: <ul style="list-style-type: none"> <li>• Approaches to successful implementation of marketing concepts</li> <li>• Success control of measures put into action</li> <li>• Challenges of international marketing</li> <li>• International marketing strategies</li> <li>• International marketing channels</li> </ul> <b>C2:</b> Matching case studies are analysed to elaborate on the course contents. The cases focus on current developments and decisions in technology, digitization and internationalization. The characteristics of digital business models receive special attention. According to the assignments, selected models (e.g. for strategic and/or operative marketing issues) are integrated into the analytical/solution approach. Where possible, cases are presented and discussed by managers with executive responsibility in technology/digital markets.				
<b>4</b>	<b>Forms of teaching and learning</b>  Seminar lessons, project work, group work, case examples, case studies				
<b>5</b>	<b>Preconditions for participation</b>  <b>Formal:</b> none				



	<b>Contents:</b> none
<b>6</b>	<b>Forms of examination</b> Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a>
<b>7</b>	<b>Preconditions for awarding credit points</b> The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
<b>9</b>	<b>Weighting in the final grade</b> The module grade will be weighted according to the course credits.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b> Prof. Dr Jürgen Bode and professors of the Department of Management Sciences, as well as external tutors (alternating).
<b>11</b>	<b>Additional information</b> The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.



### **3 Modules spanning the 1st and 2nd semesters**

- Module Marketing Process & Strategy
- Module Market Research & Data Management



### 3.1 Module Market Process & Strategy

<b>Marketing Process &amp; Strategy</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
D	240 h	8	1st-2nd sem.	Begins annually in winter semester	2 Semesters
<b>1</b>	<b>Lectures/seminars</b>  D1: Marketing Process & Strategy I  D2: Marketing Process & Strategy II	<b>Contact time</b>  4 SCH /  60 h	<b>Self-study</b>  180 h	<b>Planned group size</b>  35 Students	
<b>2</b>	<p><b>Learning outcomes / skills</b></p> <p>The students acquire an overview of the various procedural steps in the marketing conception process. They learn the basic theory and how to apply it in practice, with particular attention to the increasing digitalization of business models. They are in a position to classify and rank selected questions which are posed in the marketing conception process. Furthermore, students gain an overview of relevant tools and methods. They learn to apply these tools and methods. In addition to describing and explaining marketing phenomena, attention is also given to normative statements and the applicability of specific marketing concepts in practice.</p>				
<b>3</b>	<p><b>Contents</b></p> <p>The course is based on the Bachelor-level marketing contents. The focus is on the marketing concept development process. The following procedural steps are dealt with:</p> <ul style="list-style-type: none"> <li>• Research into buyers' behaviour</li> <li>• Buying types</li> <li>• Market research</li> <li>• Positioning and segmentation</li> <li>• Marketing-goals</li> <li>• Marketing-strategies</li> <li>• Marketing-instruments</li> <li>• Transaction-specific marketing programmes</li> <li>• Implementation, controlling and ethics in marketing</li> </ul>				



	<p>In addition to fundamental theoretical and practically oriented contents, a particular connection to the digitalization of markets and business models will be made, and the challenges for modern marketing illustrated. Moreover, the theoretical basis for marketing will be dealt with and different part-areas, such as B-to-C- and B-to-B marketing delineated. In addition, this lecture demonstrates an overview which makes it easier for students to classify and rank the further modules contained in the Masters programme.</p>
<b>4</b>	<b>Forms of teaching and learning</b> Seminar lessons, project work, group work, case examples, case studies
<b>5</b>	<b>Preconditions for participation</b> <b>Formal:</b> none <b>Contents:</b> none
<b>6</b>	<b>Forms of examination</b> Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a>
<b>7</b>	<b>Preconditions for awarding credit points</b> The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
<b>9</b>	<b>Weighting in the final grade</b> The module grade will be weighted according to the course credits.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b> Prof. Dr. Alexander Pohl and professors of the Department of Management Sciences, as well as external tutors (alternating).
<b>11</b>	<b>Additional information</b> The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.



### 3.2 Module Market Research & Data Management

<b>Module Market Research &amp; Data Management</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
E	480 h	16	1st-2nd sem.	Begins annually in winter semester	2 Semesters
<b>1</b>	<b>Lectures/seminars</b> E1: Market Research E2: Data Management / Statistical Analytics E3: Digital Consumer Behaviour		<b>Contact time</b> 8 SCH / 120 h	<b>Self-study</b> 360 h	<b>Planned group size</b> 35 Students
<b>2</b>	<p><b>Learning outcomes / skills</b></p> <p>The students gain knowledge about the conventional multi-variant statistical processes and the indications of their application. They know about pre-conditions for the application of the processes and can judge the appropriateness of their application. They can operate evaluation software, interpret the results and reflect on them against the background of research questions and hypotheses.</p> <p>Based on the academic research skills learned in the A1 course (1st semester), students will now learn targeted research a topic while citing from various sources and how to present the results in an academic format. Therefore, the E2 module requires students to write a term paper as part of their grade.</p> <p>In addition, an accompanying Academic Writing course is offered throughout the semester, which teaches the term paper requirements specified in the guidelines.</p> <p>This offer allows students to quickly grasp the academic debate in a subject field and learn to use academic literature responsibly.</p>				
<b>3</b>	<p><b>Contents</b></p> <p><b>E1:</b></p> <p>The content of the lecture builds on the knowledge of statistics acquired during the Bachelor's programme (BWL), whereby their knowledge of multi-variant analysis methods is extended and consolidated:</p> <ul style="list-style-type: none"> <li>• Multivariate Variance-/Co-variance analysis</li> <li>• Cluster-analysis</li> <li>• Regression-analysis</li> <li>• etc.</li> </ul>				





	<p><b>E2:</b> The lecture focuses on efficiently dealing with data, as well as deeper possibilities of using data for the development of marketing programs:</p> <ul style="list-style-type: none"> <li>• Data Management / Data Mining</li> <li>• Model development, analysis and diagnostics</li> <li>• Modelling and analysis of discrete decisions</li> <li>• Text mining and social mining methods</li> <li>• Visualizing information</li> <li>• etc.</li> </ul> <p>The Academic Writing course offered along with the E2 course treats the following subjects:</p> <ul style="list-style-type: none"> <li>• Introduction to academic thinking and working</li> <li>• Literature review</li> <li>• Reasoning / creating outlines</li> <li>• Citing rules</li> <li>• Writing style and language</li> </ul> <p><b>E3:</b> The students are given an overview of the entire marketing conception process. Der The focus is on market analysis. The basics of purchasing behaviour research, purchasing types and marketing research are discussed. These aspects can be regarded as preconditions for strategic marketing and operative marketing measures. The following contents will be presented and discussed:</p> <ul style="list-style-type: none"> <li>• Research into buyers' behaviour</li> <li>• Buyer types</li> <li>• Market research</li> <li>• Marketing programs</li> </ul>
4	<p><b>Forms of teaching and learning</b> Seminar lessons, project work, group work, case examples, case studies</p>
5	<p><b>Preconditions for participation</b> <b>Formal:</b> none <b>Contents:</b> none</p>
6	<p><b>Forms of examination</b></p>



	Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a>
<b>7</b>	<b>Preconditions for awarding credit points</b> The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
<b>9</b>	<b>Weighting in the final grade</b> The module grade will be weighted according to the course credits.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b> Prof. Dr. Alexander Pohl and professors of the Department of Management Sciences, as well as external tutors (alternating).
<b>11</b>	<b>Additional information</b> The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.



#### **4 Modules spanning the 2nd and 3rd semesters**

- Module Promotion & Pricing
- Module Negotiation



## 4.1 Module Promotion & Pricing

<b>Promotion &amp; Pricing</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
F	240 h	8	2nd-3rd sem.	Yearly beginning in Summer semester	2 Semesters
<b>1</b>	<b>Lectures/seminars</b> F1: Promotion F2: Pricing	<b>Contact time</b> 4 SCH / 60 h	<b>Self-study</b> 180 h	<b>Planned group size</b> 35 Students	
<b>2</b>	<p><b>Learning outcomes / skills</b></p> <p>The students gain deeper knowledge about the marketing instruments communication policy and price policy. They acquire the basic theoretical knowledge and are in a position to make decisions oriented towards applications in both instrumental areas. In addition to these basic learning outcomes, there is a special focus on communication and pricing decisions in business models particularly affected by digitalization. The students will be made aware of the particularities of communication and pricing policies for digital products and services. They learn how to deal critically with both these instruments.</p> <p>In addition, students use their academic research skills to create a presentation for the F2 course. Students learn how to use research databases and find topical literature in prestigious A &amp; B journals.</p>				
<b>3</b>	<p><b>Contents</b></p> <p>The lecture is dedicated to the aims of the marketing-mix instruments communication and price. The theoretical basis of these instruments is presented with reference to current research. In addition to this basis there is a practice-oriented emphasis on designing instruments in digital markets and working out their particular challenges. The following contents will be presented and discussed:</p> <p><b>F1:</b></p> <ul style="list-style-type: none"> <li>• Basis and definitions</li> <li>• Communication strategy</li> <li>• Communication instruments</li> <li>• Development of communication concepts</li> <li>• Emphasis: online marketing; interactive communication</li> </ul>				



	<p><b>F2:</b></p> <ul style="list-style-type: none"><li>• Basis and definitions</li><li>• Classic price theory and behavioural pricing</li><li>• Pricing</li><li>• Using conjoint measurement for pricing</li><li>• Price design (price differentiation)</li><li>• Emphasis: pricing of digital products/services and in digital distribution channels</li><li>• Developing presentations based on academic research standards</li></ul>
<b>4</b>	<p><b>Forms of teaching and learning</b></p> <p>Seminar lessons, project work, group work, case examples, case studies</p>
<b>5</b>	<p><b>Preconditions for participation</b></p> <p><b>Formal:</b> none</p> <p><b>Contents:</b> none</p>
<b>6</b>	<p><b>Forms of examination</b></p> <p>Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a></p>
<b>7</b>	<p><b>Preconditions for awarding credit points</b></p> <p>The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.</p>
<b>8</b>	<p><b>Use of the module</b> (in other degree programmes)</p> <p>Only mandatory for the Marketing (M.Sc.) programme</p>
<b>9</b>	<p><b>Weighting in the final grade</b></p> <p>The module grade will be weighted according to the course credits.</p>
<b>10</b>	<p><b>Full-time lecturers and professor in charge of the module</b></p> <p>Prof. Dr. Alexander Pohl and professors of the Department of Management Sciences, as well as external tutors (alternating).</p>
<b>11</b>	<p><b>Additional information</b></p> <p>The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.</p>



## 4.2 Module Negotiation

<b>Negotiation</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
G	180 h	6	2nd-3rd sem.	Yearly beginning in Summer semester	2 Semesters
<b>1</b>	<b>Lectures/seminars</b> G1: Negotiation I G2: Negotiation II	<b>Contact time</b> 3 SCH / 45 h	<b>Self-study</b> 135 h	<b>Planned group size</b> 35 Students	
<b>2</b>	<p><b>Learning outcomes / skills</b></p> <p>The students gain specific theoretical knowledge about the identification of company interests and how to achieve them in the market. In the process there will be particular reference to dealing with the complex services in intensely competitive and dynamic markets.</p>				
<b>3</b>	<p><b>Contents</b></p> <p>In the framework of the lectures and seminars G1 &amp; G2 the theoretical basis of leading negotiations will be established. Building on this the insights gained will be consolidated by using case studies.</p> <p>The following points of emphasis will be taken into account:</p> <ul style="list-style-type: none"> <li>• Demonstrating and applying various negotiation techniques</li> <li>• Analysis of the individual components and phases of the negotiation process</li> <li>• Representation of different negotiating styles, as well as demonstrating possible applied scenarios</li> <li>• Typical success and failure factors in leading negotiations</li> <li>• Follow-on negotiations in business relationships</li> <li>• Showing contact points with other marketing disciplines (such as returns management and distribution)</li> <li>• Development of negotiation strategies</li> <li>• How to act during negotiations</li> <li>• Using digital media to profile negotiation partners</li> <li>• Analysis of negotiating performance</li> </ul>				



<b>4</b>	<b>Forms of teaching and learning</b> Seminar lessons, project work, group work, case examples, case studies
<b>5</b>	<b>Preconditions for participation</b> <b>Formal:</b> none <b>Contents:</b> none
<b>6</b>	<b>Forms of examination</b> Will be announced at the beginning of the semester on the following website: <a href="https://www.h-brs.de/en/wiwi/marketing-msc">https://www.h-brs.de/en/wiwi/marketing-msc</a>
<b>7</b>	<b>Preconditions for awarding credit points</b> The exam on the modules must be passed. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
<b>9</b>	<b>Weighting in the final grade</b> The module grade will be weighted according to the course credits.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b> Prof. Dr Jens Böcker and professors of the Department of Management Sciences, as well as external tutors (alternating).
<b>11</b>	<b>Additional information</b> The specific literature relating to the chosen disciplines will be made known in the lectures and seminars.



## **5 Modules of the 3rd Semester**

- Module Master's Thesis & Colloquium





## 5.1 Module Master's Thesis & Colloquium

<b>Master's Thesis &amp; Colloquium</b>					
<b>Index number</b>	<b>Workload</b>	<b>ECTS</b>	<b>Study - semester</b>	<b>How often offered</b>	<b>Duration</b>
H	660 h	22	3rd sem.	Upon request	1 Semester
<b>1</b>	<b>Lectures/seminars</b> Master's thesis	<b>Contact time</b> 0 SCH / 0 h	<b>Self-study</b> 660 h	<b>Planned group size</b> 1 Student (group work might be possible)	
<b>2</b>	<p><b>Learning outcomes / skills</b></p> <p>By completing their Master's thesis, the students prove that they can handle the formulation of a question specific to marketing, independently under guidance. In order to do this, the students should research current scientific texts, read and understand them. Ideally, students independently develop a research question and design the primary data collection method. They evaluate their own research results against a background of research up to the present. The master's thesis can be application-oriented as well as research-oriented. The exact arrangement will result from the problem setting and has to be adjusted by the examiner and the candidate.</p> <p>The students are in a position to present a complex problem precisely and comprehensively, under time pressure, and defend it in the framework of a specialized scientific conversation. Further specified in the Examination Regulations § 19-23.</p>				
<b>3</b>	<p><b>Contents</b></p> <p>The Master's thesis is derived from the entire spectrum of tasks relating to marketing. It also serves to acquire and consolidate special knowledge of the theories, methods, topic areas and findings of a part-area. The procedure includes the following part-stages:</p> <ul style="list-style-type: none"> <li>• Theoretical consideration of the literature relating to the subject of the Master's thesis</li> <li>• Directions of the scientific thinking and discussion</li> <li>• If necessary, planning and carrying out a study</li> <li>• If necessary, statistical evaluation of research results</li> <li>• Writing a scientific thesis</li> </ul> <p>The colloquium (final oral exam) largely covers the contents of the Master's thesis.</p>				
<b>4</b>	<p><b>Forms of teaching and learning</b></p> <p>The thesis is supervised by one individual lecturer. Before and while the student is working on her/his thesis, regular meetings are held between the student and her/his supervisor. By arrangement and in coordination with the supervisors, group exams are possible</p>				



	in the case of group work.
<b>5</b>	<b>Preconditions for participation</b>  In order to be allowed to submit a Master's thesis, a student must have earned 54 ECTS points in the examination results of the 1st and 2nd semesters.  For the colloquium the students must have already completed all other assignments and successfully passed the exams.
<b>6</b>	<b>Forms of examination</b>  The Master's thesis is a written work in the English language. The guideline for the length of a Master's thesis is 25.000-27.500 words. The time to write the thesis is four months. If the Master's thesis is empirical in nature, the deadline may be extended by one month upon request. With the agreement of the supervisor, this can be written in the format of an article for a relevant specialist journal (with an extended theoretical part). The Master's thesis can be repeated once in case of failure.  The colloquium is always an oral exam in addition to the Master's thesis. Further details in the Examination Regulations § 23.
<b>7</b>	<b>Preconditions for awarding credit points</b>  Successful Master's thesis & passed colloquium. Details under § 15 Par. 3 in combination with § 17 of the Examination Regulations.
<b>8</b>	<b>Use of the module</b> (in other degree programmes)  Only mandatory for the Marketing (M.Sc.) programme
<b>9</b>	<b>Weighting in the final grade</b>  The module grade is weighted by the course credits. The Master's thesis is worth 18 ECTS and the colloquium 4 ECTS.
<b>10</b>	<b>Full-time lecturers and professor in charge of the module</b>  First examiner of the Master's thesis
<b>11</b>	<b>Additional information</b>  <b>Literature:</b> <ul style="list-style-type: none"><li>Guidelines for writing academic papers, 2010, <a href="https://www.h-brs.de/files/guidelines_for_writing_academic_papers.pdf">https://www.h-brs.de/files/guidelines_for_writing_academic_papers.pdf</a></li></ul>