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Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences

Department of Management Sciences
Rheinbach Campus



Module catalogue
Marketing M.Sc.

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0 Curriculum

Modules	Index	ECTS points	SCH	Exam acc. to
Modules of 1st semester				
Module Transformation & Digitalisation	**A**	**10**	**6**	§15 para. 3
Module Product & Sales	**B**	**8**	**4**	§15 para. 3
Modules of 2nd Semester				
Module Marketing Implementation	**C**	**12**	**6**	§15 para. 3
Module Business Communication & Negotiation	**G**	**6**	**3**	§15 para. 3
Modules spanning the 1st and 2nd semesters				
Module Marketing Process & Strategy	**D**	**8**	**4**	§15 para. 3
Module Market Research & Data Management	**E**	**16**	**8**	§15 para. 3
Modules of 3rd semester				
Module Promotion & Pricing	**F**	**8**	**4**	§15 para. 3
Module Master's Thesis & Colloquium	**H**	**22**	**0**	§15 para. 3
Total ECTS points/number of hours		**90**		

1 Modules of 1st semester

- Module Transformation & Digitalisation
- Module Product & Sales

1.1 Module Transformation & Digitalisation

Transformation & Digitalisation					
Index	**Workload**	**ECTS**	**Study semester**	**Offered when?**	**Duration**
A	300 h	10	1st sem.	Winter semester	1 semester

1	**Courses**	**Contact hours**	**Self-learning**	**Planned group size**
	A1: Digitalisation of Business Models **A2:** Future Trends & Scenario Techniques **A3:** Business Model Generation	6 SCH / 90 h	210 h	35 students

2 Learning outcomes / skills

The students acquire deeper knowledge about the process of transformation of companies. This includes an in-depth understanding of digitalisation and the technological causes. Central to this process is the contribution of digitalisation to changes in existing business models or definition of new ones. Students will study concrete examples and complete in-depth workshops to learn about both variants (modification and definition of new business models). This will give students the chance to experience innovative technologies and the explicit chance to gain competitive advantages, based on the experience that companies who adopt new digital technologies faster do better in the market.

Furthermore, students should learn to recognize future developments, analyse them systematically and develop their own solutions. They should also learn to find integration points for new technologies and implement them in practice.

In addition, students will build on their bachelor-level knowledge and learn the basic 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.

3 Contents

A1:
The course builds on the knowledge acquired during the bachelor's programme, with emphasis is on the following points:

	• Scope and definition of digitalisation • Integration of new digital technologies to improve competitiveness • Technological causes of transformation processes • Presentation of the economic consequences of digitalisation • Description of the transformation process • Success factors of transformation processes • Analysis of appropriate benchmarks • Harmonisation of prior academic work skills **A2:** The course focuses on the systematic examination of future megatrends and methods of identifying and judging these trends: • Presentation and analysis of future megatrends: technology, infrastructure, information processing, digitalisation, etc. • Systematic approach to changing markets and technologies, focus on digital technology developments in particular • Empirical and theoretical foundations of megatrends: Kondratiev cycles, Schumpeter's entrepreneur; Moore's Law, etc. • Demonstration of various possibilities to use different techniques **A3:** The course focuses on the design and evaluation of business models: • Analysis of business models • Approaches to business modelling: business canvas model generation and alternatives • Independent development of data-based digital business models • Transformation of existing business models with digital components • Ensuring competitiveness, especially in technology-driven markets • Evaluation of business models and identification of the digital tools to strengthen these models Matching case studies are later analysed to elaborate on the course contents.
4	**Forms of teaching and learning** Seminar lessons, project work, group work, examples, case studies
5	**Entry requirements** **Formal:** none **Subject-related:** none
6	**Examination types**

	Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The final grade is weighted according to the module's credit points
10	**Module leaders and full-time lecturers** Prof. Dr. Jens Böcker, Dr. Norbert Matthes
11	**Additional information** The specific literature will be announced in the courses.

1.2 Module Product & Sales

<table>
<tr><th colspan="6">Product and Sales</th></tr>
<tr><td colspan="2">Index
B</td><td>Workload
240 h</td><td>ECTS
8</td><td>Study semester
1st sem.</td><td>Offered when?
Winter semester</td><td>Duration
1 semester</td></tr>
<tr><td>1</td><td colspan="2">Courses
B1: Product/ Innovation Management & Services
B2: Sales</td><td>Contact hours
4 SCH /
60 h</td><td>Self-learning
180 h</td><td colspan="2">Planned group size
35 students</td></tr>
<tr><td>2</td><td colspan="6">Learning outcomes / skills
The students acquire deeper knowledge across the spectrum of policies for products, innovations and sales. They can name and plan success factors for product design and the associated processes. In addition, students learn about the different sales approaches and the underlying decision criteria. Students will work on related case studies to learn how to analyse and decide in a business environment.</td></tr>
<tr><td>3</td><td colspan="6">Contents
The following contents are taught in B1:
• Goals of product management decisions
• Overview of policy decisions relating to products and portfolios
• Presentation of product innovation and the various kinds of innovation
• Effects of new developments such as digitalisation or systems theory approaches on innovation management
• Dealing with old and new paradigms in product management
• Taking preconditions into account in product policy decisions
• Structured generation, selection and implementation of product innovations for the creation of a strategic product portfolio

The following contents are taught in B2:
• Goals and preconditions for sales policy decisions
• Overview and selection criteria for distribution channels
• Connection between online and offline channels
• Characteristics of online distribution platforms
• Steering and controlling of distribution policy decisions
• Forms of distribution and systematic distribution approaches
• Building a distribution profile using digital media
• Sales psychology and compliance</td></tr>
</table>

4	**Forms of teaching and learning** Seminar lessons, project work, group work, examples, case studies
5	**Entry requirements** **Formal:** none **Subject-related:** none
6	**Examination types** Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The final grade is weighted according to the module's credit points
10	**Module leaders and full-time lecturers** Prof. Dr. Daniel Assmus, Prof. Dr. Stephan Tank
11	**Additional information** The specific literature will be announced in the courses.

2 Modules of 2nd Semester

- Module Marketing Implementation
- Module Business Communication & Negotiation

2.1 Module Marketing Implementation

<table>
<tr><th colspan="6">Marketing Implementation</th></tr>
<tr><td colspan="2">Index
C</td><td>Workload
360 h</td><td>ECTS
12</td><td>Study semester
2nd sem.</td><td>Offered when?
Summer semester</td><td>Duration
1 semester</td></tr>
<tr><td>1</td><td colspan="2">Courses
C1: Marketing Implementation/ International Marketing
C2: Case Studies</td><td>Contact hours
6 SCH /
90 h</td><td>Self-learning
270 h</td><td colspan="2">Planned group size
35 students</td></tr>
<tr><td>2</td><td colspan="6">Learning outcomes / skills
The students acquire deeper knowledge about putting marketing policy measures into action in order to cultivate markets successfully. The focus is on technology-driven markets with mature digitalisation. The following topics receive special attention: international marketing, developments in technology/digital markets, globalisation, etc.</td></tr>
<tr><td>3</td><td colspan="6">Contents
C1:
The course builds on the basic knowledge acquired during the bachelor's programme, with emphasis is on the following points:
• Approaches to successful implementation of marketing concepts
• Controlling the success of implemented measures
• Challenges in international marketing
• International marketing strategies
• International marketing channels
• Identification of marketing-specific particularities for technology-driven markets and the consequences for market cultivation
C2:
Matching case studies are later analysed to elaborate on the course contents. The cases focus on current developments and decisions in technology, digitalisation and internationalisation. 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 responsibility in technological/digital markets.</td></tr>
<tr><td>4</td><td colspan="6">Forms of teaching and learning
Seminar lessons, project work, group work, examples, case studies</td></tr>
</table>

5	**Entry requirements** **Formal:** none **Subject-related:** none
6	**Examination types** Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The final grade is weighted according to the module's credit points
10	**Module leaders and full-time lecturers** Prof. Dr. Jens Böcker, Prof. Dr. Jürgen Bode
11	**Additional information** The specific literature will be announced in the courses.

2.2 Module Business Communication & Negotiation

<table>
<tr><th colspan="6">Business Communication & Negotiation</th></tr>
<tr><td colspan="2">Index
G</td><td>Workload
180 h</td><td>ECTS
6</td><td>Study semester
2nd sem.</td><td>Offered when?
Summer semester</td><td>Duration
1 semester</td></tr>
<tr><td>1</td><td colspan="2">Courses
G: Business Communication & Negotiation</td><td>Contact hours
3 SCH / 45 h</td><td>Self-learning
135 h</td><td colspan="2">Planned group size
35 students</td></tr>
<tr><td>2</td><td colspan="6">Learning outcomes / skills
After successfully completing the module, students are able to develop, communicate, test, and market business ideas within a start-up team. They can present their business ideas convincingly to potential investors and negotiate financial participation.
The course combines theoretical foundations with practice-oriented applications. Through interactive exercises, case studies, presentations, and role plays, students apply theoretical knowledge to problems in an entrepreneurial context while reflecting on their communication and negotiation skills.</td></tr>
<tr><td>3</td><td colspan="6">Contents
The core areas of the module include:
Design thinking as a method for idea generation and innovation development
Development, validation, and iterative adaptation of products and services
Market validation and development of minimum viable products (MVPs)
Business model development using the Business Model Canvas
Structured preparation of written business plans
Communication and presentation of business plans
Pitching to potential investors
Fundamentals of negotiation
Negotiation strategies and techniques in an entrepreneurial context
Role plays and simulation-based negotiation scenarios
Reflection on communication and negotiation processes within teams</td></tr>
<tr><td>4</td><td colspan="6">Forms of teaching and learning
Seminar lessons, project work, group work, examples, case studies</td></tr>
<tr><td>5</td><td colspan="6">Entry requirements
Formal: Internet access and a computer</td></tr>
</table>

	Subject-related: none
6	**Examination types** Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The module grade with be weighted according to the course credits.
10	**Module leaders and full-time lecturers** Prof. Dr. Jan-Thomas Bachmann
11	**Additional information** The specific literature will be announced in the courses.

3 Modules spanning the 1st and 2nd semesters

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

3.1 Module Marketing Process & Strategy

Marketing Process & Strategy						
Index	**Workload**	**ECTS**	**Study semester**	**Offered when?**	**Duration**	
D	240 h	8	1st-2nd sem.	Begins annually in winter semester	2 semesters	
1	**Courses**	**Contact hours**	**Self-learning**	**Planned group size**		
	D1: Marketing Process & Strategy I **D2:** Marketing Process & Strategy II	4 SCH / 60 h	180 h	35 students		
2	**Learning outcomes / skills** The students learn to name the steps of the marketing development process and to outline how these steps interact. They are able to apply the theoretical foundations to practical questions while taking into account the increasing digitalisation of business models. They are also able to integrate selected issues into the marketing development process. Students are able to critically assess the use of selected methods for each step. Finally, they can develop ways to implement marketing concepts in practice.					
3	**Contents** The course is based on the bachelor-level marketing content. The focus is on the process of developing marketing concepts. The treated steps include: • Marketing in the digital age • Research into buyer behaviour • Customer satisfaction/loyalty, market research • Positioning and segmentation • Marketing goals • Marketing strategies • Marketing instruments • Marketing ethics / demarketing In addition to fundamental theoretical and practical content, we will make the connection to market digitalisation and business models and show the challenges for modern marketing. Selected cases and practical examples are used to build theoretical marketing					

	knowledge and show the practical implications. This course also works as an overview to help students categorize other modules of the master's programme.
4	**Forms of teaching and learning** Seminar lessons, project work, group work, examples, case studies
5	**Entry requirements** **Formal:** none **Subject-related:** none
6	**Examination types** Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The final grade is weighted according to the module's credit points
10	**Module leaders and full-time lecturers** Dr. Julian Bastgen
11	**Additional information** The specific literature will be announced in the courses.

3.2 Module Market Research & Data Management

<table>
<tr><th colspan="6">Module Market Research & Data Management</th></tr>
<tr><td colspan="2">Index
E</td><td>Workload
480 h</td><td>ECTS
16</td><td>Study semester
1st-2nd sem.</td><td>Offered when?
Begins annually in winter semester</td><td>Duration
2 semesters</td></tr>
<tr><td>1</td><td colspan="2">Courses
E1: Market Research
E2: Data Management/ Statistical Analytics
E3: Digital Consumer Behaviour</td><td>Contact hours
8 SCH /
120 h</td><td>Self-learning
360 h</td><td colspan="2">Planned group size
35 students</td></tr>
<tr><td>2</td><td colspan="6">Learning outcomes / skills
The students learn about common multi-variant statistical processes and when to use them. They learn about pre-conditions for the application of the processes and can judge when to use them. They can use evaluation software, interpret the results and compare them to research questions and hypotheses.

Based on the academic skills from the A1 course (1st semester), students will now learn targeted research while citing from various sources and how to present the results in an academic format. For this purpose, students are expected to write term papers for Module E.

In addition, the voluntary course "Academic Writing" is offered this semester, which allows students to understand and follow the requirements for term papers laid out in the corresponding guidelines.

This offer allows students to quickly grasp the academic discussion in a subject and learn to use academic literature responsibly.</td></tr>
<tr><td>3</td><td colspan="6">Contents
E1:
This course focuses on the entire market research process, from management decision problems to reporting, especially methods of data collection and analysis. The course builds on the mono- and bivariate statistics methods from the bachelor's programme in Business Management. Students also learn more about multivariate analysis methods. Different types of evaluation software are used. Advanced methods in this course include:

• Multivariate variance-/co-variance analysis
• Cluster analysis</td></tr>
</table>

	• Regression analysis • Conjoint measurement • Factor analysis **E2:** The course focuses on efficient and in-depth use of data for developing marketing programs: • Data management / data mining • Model development, analysis and diagnostics • Modelling and analysis of discrete decisions • Text mining and social mining methods • Visualizing information • etc. The Academic Writing course offered along with the E2 lecture treats the following subjects: • Introduction to academic thinking and working • Literature review • Reasoning / creating outlines • Citing rules • Writing style and language **E3:** Students learn about the entire marketing development process. The focus is on market analysis. The basics of purchasing behaviour research, buyer types and marketing research are discussed. These aspects are preconditions for strategic marketing and operative marketing measures. The following contents will be discussed: • Research into buyer behaviour • Buyer types • Market research • Marketing programmes
4	**Forms of teaching and learning** Seminar lessons, project work, group work, examples, case studies
5	**Entry requirements** **Formal:** none

	Subject-related: none
6	**Examination types** Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The final grade is weighted according to the module's credit points
10	**Module leaders and full-time lecturers** Prof. Dr. Daniel Assmus, Prof. Dr. Gunnar Stevens
11	**Additional information** The specific literature will be announced in the courses.

4 Modules of the 3rd semester

- Module Promotion & Pricing
- Module Master's Thesis & Colloquium

4.1 Module Promotion & Pricing

<table>
<tr><th colspan="6">Promotion & Pricing</th></tr>
<tr><td colspan="2">Index
F</td><td>Workload
240 h</td><td>ECTS
8</td><td>Study semester
3rd sem.</td><td>Offered when?
Begins annually in winter semester</td><td>Duration
1 semester</td></tr>
<tr><td>1</td><td colspan="2">Courses
F1: Promotion
F2: Pricing</td><td>Contact hours
4 SCH /
60 h</td><td>Self-learning
180 h</td><td colspan="2">Planned group size
35 students</td></tr>
<tr><td>2</td><td colspan="6">Learning outcomes / skills
Students gain in-depth knowledge about marketing instruments for communication and pricing policies. There is a special focus on communication and pricing decisions in business models particularly affected by digitalisation. Students are able to develop and question the communication and pricing policies for digital products and services. They can discuss advantages and disadvantages in the design and optimised use of the instruments.

Students are able to create and hold academic presentations and properly use the right tools, such as research databases and targeted literature research in renowned A & B journals. They are able to make practical decisions in the two areas at hand based on relevant analysis or calculations.</td></tr>
<tr><td>3</td><td colspan="6">Contents

The lecture is dedicated to the marketing-mix instruments of communication and price. Building on the bachelor's programmes and the course "Marketing Process & Strategy", the instruments of promotion and pricing will be studied in depth. Based on the latest research, the theoretical and practical focus will be the design of instruments for digital markets and the particular challenges.

The communication policy content will focus on strategies for brand development, positioning and management. Various theories and models for brand value and communication effects will be used. Students will also look at communication planning, especially digital communication, and how to control it. Legal and international aspects of communication policy are considered.

Special challenges for pricing policies for digital goods and business models will be studied. In addition, various pricing models and pricing communication methods will be studied explicitly. Another focus with regard to pricing policies is the quantitative analysis of decision-making situations.</td></tr>
</table>

	The following contents will be discussed in detail: **F1:** • Communication theory (IMC, semiotics, communication effects) • Communication strategy (based on brand positioning and taking into account economic and psychological goals) • Communication tools (areas of application / effectiveness and relative efficiency for achieving communication goals) • Development of communication concepts and plans • Legal and international aspects of communication policy • Focus: online marketing; interactive communication **F2:** • Pricing strategy • Characteristics of digital goods and digital business models and implications for pricing policy • Special features of pricing policy with high price transparency and low marginal costs • Selected in-depth subjects on pricing and price communication in digital markets (e.g. behavioural pricing, name-your-own price) • Price differentiation, non-linear pricing, price bundling • Value pricing and conjoint measurement • Developing presentations based on academic research standards
4	**Forms of teaching and learning** Seminar lessons, project work, group work, examples, case studies
5	**Entry requirements** **Formal:** none **Subject-related:** none
6	**Examination types** Announced at the beginning of the semester on the following website: https://www.h-brs.de/en/wiwi/marketing-msc
7	**Course credit requirements** Passed module examination. Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The final grade is weighted according to the module's credit points

10	**Module leaders and full-time lecturers** Prof. Dr. Alexander Pohl und Prof. Dr. Daniel Assmus
11	**Additional information** The specific literature will be announced in the courses.

4.2 Module Master's Thesis & Colloquium

<table>
<tr><th colspan="6">Master's Thesis & Colloquium</th></tr>
<tr><td>Index
H</td><td>Workload
660 h</td><td>ECTS
22</td><td>Study semester
3rd sem.</td><td>Offered when?
Upon request</td><td>Duration
1 semester</td></tr>
<tr><td>1</td><td colspan="2">Courses
Master’s thesis</td><td>Contact hours
0 SCH / 0 h</td><td>Self-learning
660 h</td><td>Planned group size
1 student (group work might be possible)</td></tr>
<tr><td>2</td><td colspan="5">Learning outcomes / skills
By completing their master's thesis, the students prove that they can handle the formulation of a question specific to marketing, independently and under guidance. In order to do this, 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 existing research. The master’s thesis can be practical or research-focused. The specific focus results from the problem statement and must be discussed between examiners and students.
The students are able to present a complex problem precisely and comprehensibly under time pressure and defend it in an expert discussion. Further specified in §19-23 of the Examination Regulations.</td></tr>
<tr><td>3</td><td colspan="5">Contents
The master’s thesis can focus on any particular field in marketing. Its purpose is also to allow students to deepen their knowledge of theories, methods, subject areas and findings within a sub-area of their discipline. The thesis involves the following steps:
• Study of the theories and literature relating to the thesis topic
• Instructions for academic thought and discussion
• If applicable, planning and carrying out a study
• If applicable, statistical evaluation of research results
• Writing a scientific thesis

The colloquium (final exam) largely covers the contents of the master's thesis.</td></tr>
<tr><td>4</td><td colspan="5">Forms of teaching and learning</td></tr>
</table>

	The thesis is supervised by one individual lecturer. Students and examiners meet regularly before and after the assignment period. Students who work in a group can talk to their supervisors about submitting a group thesis.
5	**Entry requirements** To submit a master's thesis, a student must have earned 54 ECTS points in the courses of the 1st and 2nd semesters. Students who have submitted their master's thesis on time can join the colloquium.
6	**Examination types** The master's thesis is a paper written in English or another language accepted by the examiners. The guideline for the length of a master's thesis is 25,000-27,500 words. The assignment period for the thesis is four months. If the master's thesis is empirical in nature, the deadline may be extended by one month upon request. If approved by the supervisor, the thesis can also be written as an article for a relevant academic journal (with an extended theory section). The master's thesis can be repeated once in case of failure. The colloquium is a final oral exam in addition to the master's thesis. Details are specified in §23 of the Examination Regulations.
7	**Course credit requirements** Successful master's thesis and colloquium Details under §15 para. 3 in combination with §17 of the Examination Regulations.
8	**Use of the module** (in other degree programmes) Only mandatory for the Marketing (M.Sc.) programme
9	**Weighting in final grade** The module grade is weighted by the course credits. The master's thesis is worth 18 ECTS and the colloquium 4 ECTS.
10	**Module leaders and full-time lecturers** First examiner of the master's thesis
11	**Additional information** **Literature:** • Richtlinien und Hinweise für das Anfertigen schriftlicher Arbeiten, Fachbereich Wirtschaftswissenschaften, 2017 • Sandberg, B.: Wissenschaftlich Arbeiten von Abbildung bis Zitat: Lehr- und Übungsbuch für Bachelor, Master und Promotion, München, 2013 • Alewell, D., Bänsch, A.: Wissenschaftliches Arbeiten, München, 2013 • Oelrich, M.: Wissenschaftliches Arbeiten und Schreiben - Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften, Berlin, 2019 • Voss. R.: Wissenschaftliches Arbeiten, München, 2019