

## B-IBM-M 1.3 Research, Analysis, and Controlling in Marketing Management

<b>Code</b> B-IBM-M 1.3	<b>Workload</b> 125 h	<b>Duration</b> 1 Semester	<b>Workload</b> 42 h physical synchronous contact hours
<b>Level</b> Bachelor	<b>ECTS-Credits</b> 5	<b>Frequency</b> both WS and SS	0 h online synchronous contact hours
<b>Module Responsibility</b> Dr. Guido Scholl	<b>Teaching Units</b> 42	<b>Language of Instruction</b> English	14 h guided private study hours 69 h private study hours

### Courses

### Learning Outcomes/Competencies

The students who have successfully completed the module are able to:

- present the spectrum of tasks, areas of reference and objectives of marketing-related research and analysis in the context of the marketing management process and evaluate its impact on corporate success,
- formulate marketing-relevant questions, select research methods, instruments and measurement methods suitable for problem and situation-specific solutions, and translate them into suitable study designs,
- explain the key determinants and mechanisms for explaining consumer and buyer behavior and derive implications for the concrete design of customer-centric marketing,
- examine and evaluate market research results from the situation analysis and to derive recommendations for marketing management based on these results,
- explain the tasks and conceptual approaches of strategic and operational marketing controlling and use its instruments in a targeted manner to optimize marketing planning and implementation.

### Module Content

#### Marketing Information Needs

- Importance and connection between market research and marketing management
- Contents and information areas of the situation analysis
- General principles of marketing-oriented market research

#### Consumer and Buyer Behavior

- Classification and significance of consumer behavior research in target group analysis
- Scientific theoretical considerations and findings on consumer behavior
- Research approaches, determinants and models of consumer behavior
- Information and media use behavior of consumers
- Emotion, motivation and learning as factors influencing buying behavior
- Methodological approaches, design and implementation of analyses for measuring attitudes
- Special features of organizational buying behavior (B2B marketing)

### **Measuring Customer Satisfaction and Customer Loyalty**

- Explanation and meaning of the constructs customer satisfaction and customer loyalty
- Cognitive dissonance and post-purchase phase
- Methodical approaches, conception and implementation of customer satisfaction analyses
- Methodical approaches, conception and implementation of customer loyalty measurements

### **Measurement of Brand Strength and Brand Value**

- Explanation and meaning of the constructs brand identity and brand image
- Explanation and meaning of the constructs brand strength and brand equity
- Fields of application of the measurement of brand strength and brand equity
- Methodical approaches, conception and implementation of analyses to determine brand strength and brand equity

### **Product Research**

- Contents and application areas of product research
- Methodological approaches, conception and implementation of analyses within the framework of product research

### **Communication Research**

- Contents and application areas of communication research
- Methodological approaches, conception and implementation of analyses within the framework of communication research
- Forms of communication and influences on the effectiveness of communication

### **Price Research**

- Contents and application areas of price research
- Methodological approaches, conception and implementation of analyses in the context of price research

### **Sales and Distribution Research**

- Contents and application areas of sales and distribution research
- Methodological approaches, conception and implementation of analyses within the framework of distribution research
- Development trends in the design of distribution systems

### **Digitization in Market Research**

- Contents and fields of application
- Case studies and development trends in digital market research

### **Controlling in Marketing Management**

- Basics of the controlling concept
- Overview of tasks and contents of marketing controlling
- Relationship and interfaces between marketing and controlling

### **Strategic Marketing Controlling**

- Goals and contents of strategic marketing controlling
- Process of strategic marketing planning and control
- Methods and instruments of strategic marketing controlling

### **Operational Marketing Controlling**

- Goals and contents of operative marketing controlling
- Process of operative marketing planning and control

- Character and characteristics of key performance indicator systems in operative marketing controlling
- Product Controlling
- Price Controlling
- Sales information systems and reference areas in Distribution Controlling (distribution channels, sales areas, customers, personnel)
- Communications Controlling

#### **Implementation of Marketing Controlling**

- Organizational integration
- Installation of marketing controlling instruments
- Framework conditions and structure of risk management systems

### **Learning Activities and Teaching Methods**

#### **Physical Synchronous Contact Hours:**

Lectures, supported by exercises and case studies for practical application.

#### **Online Synchronous Contact Hours:**

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#### **Guided Private Study Hours:**

Prepared learning material in the form of digital literature and further specialized texts, online self-tests to monitor learning progress.

#### **Private Study Hours:**

Preparation and follow-up of lecture contents, literature study, individual exam preparation.

### **Pre-Requisites**

The successful completion of the following modules is recommended:

B-IBM 1.1	International Business and Strategic Management
B-IBM 4.1	Marketing, Social Media Marketing and E-Commerce
B-IBM 4.2	Market Research and Empirical Research Methods
B-IBM 4.3	Consumer Behavior and Market Psychology

### **Assessment Methods and Evaluation Criteria**

Students complete this module by passing a written exam, which comprises 90 minutes. A pass in this module is achieved when the overall grade is greater than or equal to 4.0.

### **Value of Module Grade for Final Grade**

5/170 ECTS credit points in Bachelor's degree programs of the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

5/170 ECTS credit points in Bachelor's programs with an internship semester in the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

## Literature

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing. Strategy, Implementation and Practice* (7<sup>th</sup> ed.). Upper Saddle River, NJ: Pearson Education.
- Chernev, A., & Kotler, P. (2018). *Strategic Marketing Management* (9<sup>th</sup> ed.). Chicago IL: Cerebellum Press.
- Doole, I., Kenyon, A., & Lowe, R. (2019). *International Marketing Strategy: Analysis, Development and Implementation* (8<sup>th</sup> ed.). Hampshire: Cengage Learning.
- Homburg, C., Kuester, S., & Krohmer, H. (2013). *Marketing Management: A Contemporary Perspective* (2<sup>nd</sup> ed.). New York City, NY: McGraw-Hill.
- Winer, R., & Dhar, R. (2013). *Marketing Management* (4<sup>th</sup> ed.). Upper Saddle River, NJ: Pearson Education.