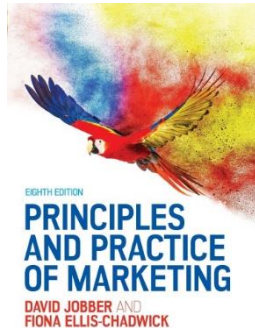


Marketing

HT 2019

Prof. Dr. Carsten Rennhak

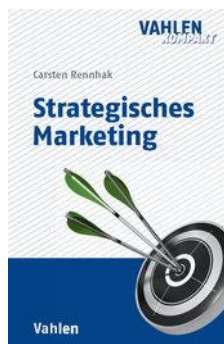
Recommended Literature



Principles and Practice of Marketing by David Jobber & Fiona Ellis-Chadwick (McGraw-Hill Education Ltd, 8th Edition, 2016)



Marketing. Grundlagen by Carsten Rennhak & Marc Oliver Opresnik (Springer, 2016)



Strategisches Marketing by Carsten Rennhak (Vahlen, 2017)

Timetable

Date	Content	Slides
1.10.	Fundamentals	1-19
8.10.	Marketing Concepts; Basic Marketing Terms	20-49
15.10.	Brand Management	50-73
22.10.	Product Management Concepts; Product Lifecycle; Portfolio Analysis	74-97
29.10.	Reading week	--
5.11.	Ansoff; Product Innovation	98-115
12.11.	Dynamic Pricing; Price differentiation	116-137
19.11.	Price bundling	138-144
26.11.	Advertising	145-167
3.12.	Distribution	168-179
10.12.	Test exam, Q&A	--

1 Fundamentals

- 1.1 Marketing Concepts
- 1.2 Basic Marketing Terms

2 Products

- 2.1 Brand Management
- 2.2 Product Management Concepts
 - 2.2.1 Product Lifecycle
 - 2.2.2 Portfolio Analysis
 - 2.2.3 Ansoff
- 2.3 Product Innovation

3 Pricing

- 3.1 Dynamic Pricing
- 3.2 Price Differentiation
- 3.3 Price Bundling
- 3.4 Pricing Strategies

4 Advertising

5 Distribution