

**Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)**

Module title	Market Psychology and Strategic Marketing Communication
Module number	[will be assigned by the Examinations Office; numbers already assigned must be left in the module description or indicated correspondingly].
Level of qualification	Master
Degree program hosting the module	Business & Psychology M.Sc.
Institutional anchoring	Wirtschaftswissenschaftliche Fakultät Ingolstadt
Subjects involved	ABWL und Marktpsychologie
Module coordinator	Prof. Dr. Victoria-Sophie Osburg
Module examiner	Prof. Dr. Victoria-Sophie Osburg
Credit points (ECTS)	5
Learning outcomes	<p>Upon completing this course, students will have developed a solid understanding of market psychology and strategic marketing communications. They will be able to identify and critically apply key theories within these fields.</p> <p>Students will gain the ability to evaluate strategic marketing communications, with particular attention to marketing ethics, and to assess existing strategies from diverse cultural perspectives.</p> <p>Additionally, students will be equipped to design and critically reflect on their own marketing communication campaigns, drawing on the concepts covered in the course. Tutorial sessions will provide practical opportunities to apply course content and develop a critical, reflective approach to marketing communications, equipping students with valuable managerial skills.</p>
Contents/topics	<p>This course offers a comprehensive introduction to market psychology and strategic marketing communications. We explore the evolution of marketing communications - past, present, and future - while examining key psychological theories that underpin both market psychology and marketing communications.</p> <p>The course then proceeds to the role of brands, effective campaign management, and the significance of advertising alongside other essential elements of the marketing mix. Special attention is given to industry practices and ethical considerations within a global context.</p> <p>Throughout the course, students will engage in case discussions and project-based learning, providing ample opportunities to apply newly acquired knowledge through collaborative group tasks. This hands-on approach ensures that students can connect theory with real-world practice.</p>
Formal requirements for participation	not applicable
Recommended requirements for participation:	not applicable
Teaching and examination language	English
Teaching and learning methods/course types	Lectures Tutorials
ECTS awarding criteria	Performance record assessed with at least "sufficient": Portfolio or written exam or oral exam The mode of examination will be announced at the beginning of the course.
Workload / distribution of ECTS credits	22 h = Attendance of lectures 22 h = Attendance of tutorial sessions 50 h = Self-study pre and post sessions 56 h = Assignment preparations 150 h = Total workload
Module grade	Portfolio (Presentation of the project and acceptance strategy paper) – 100% Or written exam (multiple choice and open questions) – 100% Or oral exam (15 min) – 100%

Applicability to other degree programs/course admittance	not applicable
Course rotation	Winter term
Remarks	<p>Course materials, including essential readings, will be available online.</p> <p>An important component of this course is a collaborative group project, which requires active participation and equal contribution from all group members. Your commitment to the group work is crucial for successful completion of tasks and assessments. Regular attendance and engagement in class activities are therefore highly recommended.</p>