

## Major Management and Marketing (Bachelor)

Starting with the 4<sup>th</sup> semester, Bachelor students have to specialize in different majors. Prof. Gelbrich coordinates the new major "Management & Marketing" (starting summer term 2018).

**Coordinator:** Prof. Dr. Katja Gelbrich

### Concept and Objective:

The major "Management & Marketing" is designed to provide advanced knowledge in different management aspects. It addresses students who are interested in strategic, market-oriented and international management.

The courses deal with the major challenges of companies how to plan, realize and control customer and service oriented operations.

### Courses:

Course	Lecturer/Chair	Semester	Language
<b>Mandatory module:</b>			
Introduction to Strategic Management	Ringlstetter	Summer	English
Fundamentals of Service Marketing	Hogreve	Summer	English
Global Marketing Management	Gelbrich	Summer	English
Pricing and Product Management	Büschken	Winter	English

<b>Mandatory optional module:</b>			
Automotive Issues in Business Science	Morisse/Manncau	Summer	English
Benchmarking & Positioning in Strategic Management	Ringlstetter	Summer	English
Brand Management	Matta	Winter	English
Changemaker - Gesellschaftliche Innovation gestalten	Habisch	Winter	German/English
Consulting Case	Ringlstetter/Vizjak	Summer/Winter	German
Ethical Aspects of International Business	Habisch	Winter	English
Entrepreneurial Finance & Strategy	Weber	Summer	German/English
Entrepreneurship	Pechlaner	Summer	German

Innovation durch Digitalisierung	Alt/Schneider	Summer	German
Innovation through Design for Experience	Rogova	Summer	English
International Business	Gelbrich	Winter	English
Konsumentenverhalten und Marktforschung	Büschken	Summer	German
Logistik: Bestands- und Transportmanagement	Kuhn	Winter	German
Marketing Analysis with R	Büschken	Summer	German
Service Performance Management	Hogreve	Winter	English
Tourismusmanagement	Pechlaner	Winter	German

Note: Each course corresponds to 5 ECTS credits.