



Course and Examination Fact Sheet: Spring Semester 2025

8,051: Marketing Management

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (10%)

Examination time: Term time

decentral - Written examination, Analog, Individual work individual grade (70%, 90 mins.)

Examination time: Term time

decentral - Presentation, Digital, Group work group grade (20%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,051,1.00 Marketing Management](#) -- English -- [Gasser Florian](#) , [Bieger Thomas](#) , [Schüller Sophie Charlotte](#)

Course information

Course prerequisites

None

Learning objectives

The course pursues learning objectives on the three levels "Knowing" (knowledge), "Doing" (competences) and "Being" (behaviour, attitudes, self-awareness):

- The students are familiar with the most important theoretical concepts in the 10 subject areas of marketing management.
- The students can apply and question these concepts in various cases.
- The students experience their decision-making behaviour in a group and under stress and are able to question attitudes and rationalities as well as action patterns.

Course content

Embedding:

The course "Marketing Management" concentrates on the central aspects of customer-oriented value creation in modern companies (Customer Centricity). Based on an in-depth understanding of customer behavior (see course "Customer Behavior"), the leadership and management concepts for market-oriented leadership are taught. The structure of the course follows the classic management and leadership cycle. At the same time, the course should also impart analysis, decision-making and communication skills as well as behavioural experiences in stressful situations.

Topics:

The course covers the following topics (subject to change):

1. Customer Centricity: Market Orientation - Managing and Leading from the Customer Side (Leadership and Marketing)
2. Customer Value, Value Concepts, Value Creation: Managing Customer Experience
3. Legal aspects of Marketing Management
4. Value Capturing: Managing the Product/Service Profit Link



5. Technology and Marketing: Managing the Digital Side of the Customer Relation (Identity and Personality in the Digital Space; Communities and Influencer)
6. Branding: Defining the Market Strategy
7. Digital Marketing
8. Marketing Innovation: From Innovation Process to Crowd Sourcing
9. Customer Experience and Customer Journey
10. Marketing Analytics
11. Repetition and application in a company simulation

Course structure and indications of the learning and teaching design

Method:

The course follows the concept of “blended learning”. Students acquire the necessary knowledge (knowing) through self-study. Key journal articles/book articles and a case study are provided for each block. In class, the central concepts are practiced using the cases. In addition, the skills of using AI tools are trained and the results of such outputs are evaluated. The course is completed by a marketing simulation as a business simulation combined with in-basket exercises.

The simulation helps students to better understand and apply the content of the lecture. At the same time, the pressure to make decisions under uncertainty in teams provides an opportunity for self-awareness. This opportunity for self-awareness is reflected on the basis of common concepts of leadership and group dynamics.

Schedule:

The following weekly schedule is central:

1. Discussion of the theoretical foundations
 - Reading the core literature for each unit (journal article / book article)
2. Reading of the case
 - Submission of the summary of the case and evaluation of the output by the evening before the lecture (individual)
3. Preliminary discussion of the case in study groups
 - Presence in the pre-reserved room before the lecture for group discussions
 - Discussions of 5-6 students on the theoretical foundations and the case
4. Course
 - Course with case study discussion
 - Clarification of concepts
5. Reflection

Course literature

Literature and material on Studynet (Canvas).

Additional course information

Participation in the marketing simulation is mandatory. More detailed information on the programme will follow at a later date.

Please note: The current time and room details in the online timetable apply, as times and location can still change at short notice.

Examination information

Examination sub part/s

1. Examination sub part (1/3)



Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	10%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/3)

Examination modalities

Examination type	Written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	70%
Duration	90 mins.

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.



Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

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3. Examination sub part (3/3)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work group grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Presentation at the Simulation Game

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

1. Central final exam on the above mentioned topics.

Examination relevant literature

All relevant literature on Studynet (Canvas), especially all case studies.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).