

Addendum to the curriculum for Marketing Management (AP) approved January 2017

Change in the Compulsory Educational Elements p. 14:

Compulsory Educational Elements							
Key Subject Area	1. semester			2. semester		3. semester	ECTS
	Business Understanding	Methodology	Market Understanding	Tactical Operational Marketing B2C	Tactical Operational Marketing B2B	Internationalisation	
International Marketing Management	1	6	6	5	2	5	25
Economics	1	2	2	6	4	5	20
Sales and Marketing Communications			2	5	3		10
Business Law			2	3			5
Organisation and Supply Chain Management	3	2	3	1	1		10
ECTS in total	5	10	15	20	10	10	
	1 exam			1 exam		1 exam	70

Changes in the distribution of ECTS-point on the Key Subject Areas and the Compulsory Educational Elements:

- The Key Subject Area "Sales and Marketing Communications": 3 ECTS-points are moved from the 1st semester ("Market Understanding") to the 2nd semester ("Tactical Operational Marketing B2B")
- The Key Subject Area "Organisation and Supply Chain Management": 2 ECTS-points are moved from the 2nd semester ("Tactical Operational Marketing B2B") to the 1st semester ("Market Understanding")
- The Key Subject Area "International Marketing Management": 1 ECTS-point is moved from the 2nd semester "Tactical Operational Marketing B2B" to the 1st semester ("Market Understanding")

Relocation of the learning objectives for the compulsory educational element 1st semester "Market Understanding" (p. 17) to 2nd semester "Tactical Operational Marketing B2B" (p.20) :

Knowledge and understanding

- sales cycle stages, challenges and opportunities

- personal sales - identification of customer needs
- sales psychology - different types of customers
- CRM - systems for managing customer relationships
- various sales and negotiation theories and strategies

Skills

- assess the strategy options in connection with the implementation of sales, from subject selection to sales closure and follow-up
- assess the company's position in the supply chain and apply this in sales and communication contexts

Competencies

- manage development-orientated situations in connection with the company's sales planning, organisation, implementation and follow-up
- participate in negotiations with a professional and personal impact

Changes in the learning objectives for the compulsory educational element 2nd semester "Tactical Operational Marketing B2B" (p. 20):

From:

Competencies:

- **carry out B2B marketing and sales planning for the company - including: implementing the organisation of, execution of and monitoring of marketing and sales initiatives, as well as the dissemination to business partners and users**

To:

Competencies:

- carry out B2B marketing and sales planning for the company - including: implementing the organisation of, execution of and monitoring of marketing sales on the operational level to the company's clients

Addition to the learning objectives for the compulsory educational element 2nd semester "Tactical Operational Marketing B2B" (p. 20):

Competencies:

- On the operational level, the students will get the competencies to implement sales for the company's customers.

Relocation of the learning objectives for the compulsory educational element 2nd semester "Tactical Operational Marketing B2B" (p. 20) to 1st semester "Market Understanding" (p.17) :

Knowledge and understanding

- knowledge of relational types and SCM collaboration

Skills

- analyse and evaluate the company's relation types and SCM collaboration according to strengths and weaknesses

Competencies

- manage the optimisation of the company's supply chain relationships

Changes in the learning objectives for the compulsory educational element 1st semester "Market Understanding" (p.17):

From:

Skills

- assess population development, the labour market and income in relation to the market situation

To:

Skills

- assess population trends, labour market and income in relation to the market situation

Removal of learning objective for the compulsory educational element 1st semester "Market Understanding" (p.17) :

Skills

- Apply different negotiation theories and models to implement concrete sales negotiations