Sustainable Marketingmanagement Project

Module:	*Sustainable Marketingmanagement Project*			
Acronym:	**Semester:**		**Type:**	
SMP	2nd semester/ once a year in Summer semester		Compulsory module	
EMMA Code:	**Module coordinator:**		**Lecturers:**	
	Prof. Dr. Claudia Brözel		Prof. Dr. Claudia Brözel + visiting lecturer	
Sub-modules:	**Examination prerequisite(s):**	**Examination form(s):**	**Weekly hours per semester:**	**ECTS:**
non		*sP (100 %)* *R (ES)* *The module includes an accompanied group project. The services to be provided by the groups are project documentation (40%), posters (30%) and management summaries (30).*	4	6

Workload (h):	Teaching form(s):	Language:
Presence education: 45 h Self-study: 130 h Final presentation: ca. 4h	Seminar, project	German, English
Course prerequisites:	**Recommended connections:**	**Usability in other curricula:**
PM Sustainable Marektingmanagement Cases & Methods of Empirical Social Research	Recommended Basic Literature Business Administration, Marketing, DesignThinking, project management	
Content:		

The module applies the knowledge in a defined (external) project with a partner. Here are teams to form, which take over a special role distribution. The projects and questions are discussed / presented at the beginning of the event and submitted by an external partner or developed by the student / lecturer. The construction of a project includes an initial situation of the partner (or the question), a theoretical / scientific basis applicable in this context (journalpapers, literature) as well as an empiricism based on this. The students are led in a Design Thinking part (50% of the module) to work on the question of the partner, to develop creative solutions and to develop the time and team management (role allocation). The student teams independently lead the project accompanied by impulse lectures - accompanied by individual coaching appointments. During the implementation phase, regular plenary meetings take place, as well as an interim presentation and discussion on the stand. Finally, the students present their results in the form of a poster presentation to the partners and discuss their findings in plenary. In this module students will be able to understand and apply marketing management as a strategic approach to business management. The work in a team on a specific question or problem allows both a social and a contentual debate under given temporal conditions. The students experience everyday situations of a company in dealing with the partners and have to develop appropriate solutions for occurring problems in the given time frame. Different presentation modes and possibilities (ppt, poster, Prezi, Pecha Kucha etc.) are taught and developed.

This module handels with content that could be brought into a line with the following sustainable development goals (SDG)

- 1. No poverty
- 4. Quality education
- 5. Gender equality
- 8. Decent work and economic growth

- 9. Industry, Innovation, and Infrastructure
- 12. Responsible consumption and production

Goals:			percentage	indexing DQR
Professional skills	knowledge	The students are able to tackle a complex problem in the tourism industry against the background of theoretical knowledge and to develop a solution approach in a team - with a focus on a sustainable marketing strategy. At the same time, students reflect on marketing strategies related to sustainable business alignment.	10	7
	skills	Examination of scientific, theoretical research approaches and their possible solution application to actual problems of a partner. Different communication options and different presentation approaches as well as tools.	25	8
Personnel competences	Social competence	Teamwork, engagement with defined roles in the team and implementation of a project. Discussion skills and design of a solution approach in a team with a partner; Communication internally and with a partner.	30	8
	autonomous working	Self-reliance, responsibility, reflection, learning competence	35	7

Literature

Marketing:

Bruhn, M. (2010) Marketing – Grundlagen für Studium und Praxis; Gabler Lehrbuch – 10. Auflage.

Kreutzer, Ralf, T. (2012) Praxisorientiertes Online-Marketing. Konzepte – Instrumente – Checklisten, Gabler Lehrbuch, 1. Auflage.

Levinson, Jay Conrad/ Horowitz, Shel (2010) Guerrilla Marketing Goes Green – Winning Strategies to improve your profits and your planet, published by John Wiley & Sons, inc., Hoboken, New Jersey

Grant, John (2010) (3. Aufl) The Green Marketing Manifesto; published by John Wiley & Sons, Ltd, The Atrium Southern Gate, Chichester, West Sussex

Godemann, J./Michelsen, G. (Hrsg) (2007) 2. Aktualisierte Auflage: HANDBUCH Nachhaltigkeitskommunikation – Grundlagen und Praxis; oekom Verlag, München

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Tutorial

Walsh, G.; Klee, A.;Kilian, T. (2009). Marketing – Eine Einführung auf der Grundlage von Case Studies" , Springer Verlag Heidelberg/Berlin

Zum Abonnieren (Curation)

SocialMedia/Tourismus:

http://paper.li/SocMedTouri/1317032242?utm_source=subscription&utm_medium=email&utm_campaign=paper_sub#

eMarketing:

http://paper.li/XeMarketing/1317036051?utm_source=subscription&utm_medium=email&utm_campaign=paper_sub#

TED Talks

http://www.ted.com/search?cat=ss_all&q=Sustainability+

www.tnooz.com (talking travel tech) Info´s Webinare etc...

http://www.animateurnumeriquedeterritoire.com (französisch) Info´s rund um den französischen Ansatz einen „Digital Officer" in der DMO

Here's a link about the keynote "going digital in TIC" (Tourist Information Center) http://fr.slideshare.net/jlbmonsegur/going-full-digital-in-tourist-information-center

Websites (kleine Auswahl)

Online Marketing Radar: http://www.online-marketing-radar.de/category/social-media/

http://www.socialmedia-blog.de/2010/04/5-kostenfreie-social-medi-monitoring-tools

http://www.onlinemarketing.de/

http://www.dmexco.de

http://www.google.com/intl/de/analytics/

http://www.etracker.com/de/etracker-echtzeit-webcontrolling-und-online-marktforschung.html#&panel1-1

http://www.sustainablebrands.com/

http://www.sustainablebrands.com/digital_learning (Lernplattform/Videos)

http://www.umweltdialog.de/umweltdialog/rubrikverteiler/index.php (Wirtschaft - Verantwortung - Nachhaltigkeit) Informationen

http://www.green-responsibility.de/marketingpower-fur-nachhaltigkeit (Netzwerk für nachhaltige Kommunikation)

http://www.nachhaltigkeits-marketing.de/index.php?/plugin/tag/nachhaltigkeitsmarketing (Nachhaltigkeits-Marketing-Blog)

http://pinterest.com/search/pins/?q=Sustainability (Übersicht Infografiken etc)

Reference Guide: Handbook with tools, theories and resources (links) developed by the lecturer is handed out (updated)

Last update of the Module Description:	*Prof. Dr. Claudia Brözel (12.4.2019)*