



**UNIVERSITÄT  
BAYREUTH**

**LEHRSTUHL FÜR MARKETING**

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## Principles of Marketing

*Lecture (2 hours per week) and Tutorial (one hour per week)*

*Evaluation: Written exam*

**5 ECTS**

*Recommended textbook:* Homburg, Christian; Kuester, Sabine; Krohmer, Harley (2013): Marketing management. A contemporary perspective. 2. Aufl. London: McGraw-Hill Higher Education.

### 1.0 Marketing from an Instrumental Perspective

1.1 Product Decisions

1.2 Pricing Decisions

1.3 Distribution Decisions

1.4 Communication Decisions

1.5 The Marketing Mix and Customer Relationship Management

### 2.0 Marketing from an Institutional Perspective

2.1 Trade Marketing

2.2 The Marketing of Higher Education

### 3.0 Global Challenges for Marketing

### 4.0 Social Responsibility and Ethics in Marketing