	Manage		G 111	<u> </u>	XX 74	
Identification		Workload	Credits	Semester	When	Duration
number	r	150 h	5	5th / 7 th sen	n. Once a year	1 semester
3251	T .				C 16 / 1	D1 1 .
	Lectures			ontact time	Self-study	Planned group size
		nagement 1 Outcomes / Skills		t hrs / 60 h	90 h	25 students
	encompas Secondly position a account of The stude work on c of tactical Further p	each business is as each business is as and fit in that mark of both, sales and n ents will examine t ease studies. In this I marketing activiti	s: first managing seessed by coret. Thirdly from arketing. These strategics context studies which they are in this modules.	ing company's asidering the room this analys skills and appents will also acquired in the	pproach strategic plants businesses as an investigation and the strategy is developed by them to real business integrate these skills wheir basic studies. by guest lectures of such as the strategy is developed by them to real business integrate these skills with the skills with the strategy and the strategy are strategies.	stment portfolio. nd the company's ed which takes ss situations by group ith their knowledge
	Contents Strategic planning process, in particular relevance and challenges of a situation analysis System of corporate and marketing targets Levels and types of marketing strategies Sales channel strategies Cooperation models with sales partners Strategic planning tools, e.g. product-market growth, scoring models, segmentation approaches, GAP analysis, portfolio method etc.					
	Course ty	ne				
	Seminar, exercises, case studies Participation requirements Knowledge of "Basic Marketing".					
5]	Participat	exercises, case stud tion requirements				
5 I	Participat Knowledg Examinat	exercises, case stud tion requirements te of "Basic Market tion form	ing".			
5 II 6 II	Participat Knowledg Examinat Written ex	exercises, case studion requirements ge of "Basic Market ion form kam (90 minutes) of	ing". or oral examin			
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