



FH Salzburg

Course Syllabus

Study programm	Business Management
Course code	BWIB4MCSIL
Course title	Marketing Case Studies
Term / year of study when the course is delivered	Spring/Summer Term
Cycle	1st cycle
ECTS credits / contact hours	2 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	<ul style="list-style-type: none">• B2 level in English; basic understanding of the principles of marketing
Language of instruction	English
Course content	This course presents and discusses a range of purpose-written marketing cases relevant to the application of previously learned and new strategic marketing concepts. Students actively engage and participate in case-study discussions & exercises facilitated by the lecturer.
Learning outcomes	<ul style="list-style-type: none">• Understand how to implement an internal and external analysis of a given case• Set relevant marketing objectives• Formulate appropriate marketing mix strategies• Present a well structured and persuasive report
Learning methods	Case study analyses, group discussions

Technology
Health
Media

Assessment methods & criteria	<ul style="list-style-type: none"> • Marketing plan assignment (small group) • Written case analysis (individual) 															
Grading Scale	<table> <tr> <td>1</td> <td>Excellent</td> <td>100 - 93%</td> </tr> <tr> <td>2</td> <td>Good</td> <td>83 - 92%</td> </tr> <tr> <td>3</td> <td>Good average</td> <td>70 - 82%</td> </tr> <tr> <td>4</td> <td>Below average</td> <td>50 - 69%</td> </tr> <tr> <td>5</td> <td>Insufficient</td> <td>< 50%</td> </tr> </table>	1	Excellent	100 - 93%	2	Good	83 - 92%	3	Good average	70 - 82%	4	Below average	50 - 69%	5	Insufficient	< 50%
1	Excellent	100 - 93%														
2	Good	83 - 92%														
3	Good average	70 - 82%														
4	Below average	50 - 69%														
5	Insufficient	< 50%														
Recommended resources	<ul style="list-style-type: none"> • Lee, K.Y., (2012): The Business of Marketing, Stratstar Publication. • Field, A. (2013): Discovering Statistics using IBM SPSS Statistics. 4th Edition. London. 															
Attendance	75%															

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