

**Module Description Marketing Spec. Key Competences**

| Identifier   | Category                                 | Details / Content   |
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| <b>General Information</b>                               |  |   |
| 1.1  | Module name                              | Marketing Specialization & Key Competences  |
| 1.2  | Contained courses                        | a) Digital product development (3 ECTS)<br>b) Psychology in Consumer Behaviour (3 ECTS)<br>c) Social Entrepreneurship School (3 ECTS)<br>d) Innovation Marketing & Entrepreneurship (6 ECTS)<br>e) Negotiations (3 ECTS)<br>f) Social Media Marketing (3 ECTS)<br>g) Responsible AI in Global Business (3 ECTS)<br>h) Career Strategies in International Marketing & Sales (3 ECTS)   |
| 1.3  | Module code                              | MSB.2.0075.0.V.5 (Digital Product Development)<br>MSB.0.0046.0.V (Psychology in Consumer Behaviour)<br>MSB.2.0075.0.V.? (Social Entrepreneurship School)<br>MSB.0.0028.0.V (Innovation Marketing & Entrepreneurship)<br>MSB.0.0075.0.V.3 (Negotiations)<br>MSB.0.0075.0.V.6 (Social Media Marketing)<br>MSB.2.0075.0.V.9 (Responsible AI in Global Business)<br>MSB.2.0075.0.V.7 Career Strategies in International Marketing & Sales |
| <b>Timing</b>  |  |   |
| 2.1  | Frequency of offer                       | Winter semester   |
| 2.2  | Attend in which semester                 | in 1st. semester (for first semester students)<br>in 2nd. Semester (for second semester students)<br>Incoming students  |
| <b>Link to study programs</b>                            |  |   |
| 3.1  | Offered in study program                 | Master International Marketing and Sales  |
| 3.2  | Mandatory courses in module or Electives | Mandatory   |
| <b>Workload</b>  |  |   |
| 4.1  | Lecture form                             | Seminarian lessons<br>1. Semester: choose 6 ECTS<br>2. Semester: choose 12 ECTS   |
| 4.2  | Contact time                             | 1. Semester: 4 semester weekly hours = 60 hours per semester<br>2. Semester: 8 semester weekly hours = 120 hours per semester<br>Explanation: Each credit = 1 ECTS has 10 hours of contact time. That applies to all courses.   |
| 4.3  | Self-study time                          | 1. Semester: 120 hours per semester<br>2. Semester: 240 hours per semester<br>Explanation: Each credit = 1 ECTS has 20 hours of self-study time. That applies to all courses.   |
| 4.4  | Total workload                           | 1. Semester: 180 hours<br>2. Semester: 360 hours  |
| 4.5  | Workload in credits                      | 1. Semester: 6 ECTS<br>2. Semester: 12 ECTS   |
| <b>Intended learning outcomes &amp; learning content</b> |  |   |
| Intended learning outcomes General Method Competencies   |  |   |

Contribution of module ILOs to study programme ILOs  
 (only most relevant contribution is highlighted)

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| 5.1   | ILO MSKC 1  | Graduates have the ability to apply the acquired subject-specific knowledge to practical problems.  | ➔ | A1: apply knowledge and take decisions                               |
|   | ILO MSKC 2  | Graduates are able to reflect critically for which problem and under which conditions which models and systems can be used.   | ➔ | K2: think analytically, and critically                               |
|   | ILO MSKC 3  | Graduates can present their results target group oriented.  | ➔ | S1: manage effectively intercultural communication                   |
| Intended learning outcomes a) Digital product development             |             |   |   |  |
| 5.1   | ILO MSKC 4  | Graduates can reflect, discuss, and analyse digital strategies in different organisational contexts (corporates, SMEs, start-ups, NGOs, public institutions), with a focus on digital transformation, innovation, and AI-driven marketing.            | ➔ | K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 5  | Graduates can critically reflect the applicability and effectiveness of digital tools and platforms, including marketing automation, AI agents, and low-code/no-code solutions (e.g., make.com), in modern B2C and service environments.              | ➔ | K2: think analytically, and critically                               |
|   | ILO MSKC 6  | Graduates can reflect, discuss and decide on the 4 Ps and the 4 As of Marketing in the context of digital product development, omnichannel strategies, and AI-enabled customer engagement.  | ➔ | K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 7  | Graduates can develop a strategic digital marketing and product plan, including customer journey design, automation workflows, and performance measurement, and propose organizational guidelines for managing digital and AI-driven sales processes. | ➔ | A2: plan, then act target-oriented to solve real business problems   |
|   | ILO MSKC 8  | Graduates can analyse and discuss current developments in digital media and AI, particularly in social media marketing, content automation, and personalization, and derive strategic recommendations for practice.                                   | ➔ | K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 9  | Graduates can discuss on the growing relevance of digital ecosystems and service platforms, and their impact on marketing and product development in global markets.  | ➔ | K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 10 | Graduates can critically reflect the specific requirements of digital product and service marketing in developed, emerging, and fast-developing economies, including scalability, adaptability, and ethical implications of AI.                       | ➔ | K2: think analytically, and critically                               |
|   | ILO MSKC 11 | Graduates can analyse customer experience and satisfaction in digital and AI-driven marketing depend on personalized content, automation quality, and perceived authenticity.   | ➔ | K2: think analytically, and critically                               |
|   | ILO MSKC 12 | Graduates can critically reflect on the role of digital innovation , including current research, instruments, and emerging needs in AI-driven marketing and product development.  | ➔ | K1: effectively acquire knowledge in international marketing & sales |
| Intended learning outcomes b) Psychology in Consumer Behavior         |             |   |   |  |
| 5.1   | ILO MSKC 8  | Graduates develop an understanding of important theories and concepts in consumer behavior and its relevance within business administration.  | ➔ | K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 9  | Graduates can critically discuss and apply models and theories of consumer behavior.  | ➔ | A1: apply knowledge and take decisions                               |
|   | ILO MSKC 10 | Graduates can reflect on consumer perception as well as on concepts of consumer learning, memory, motivation, and attitudes, which altogether form the consumer decision process.   | ➔ | K2: think analytically, and critically                               |
| Intended learning outcomes c) Social Entrepreneurship School          |             |   |   |  |
| 5.1   | ILO MSKC 11 | Graduates can apply entrepreneurial methods to address social and societal challenges.  | ➔ | A1: apply knowledge and take decisions                               |
|   | ILO MSKC 12 | Graduates can develop innovative project ideas in interdisciplinary and multicultural teams, collaborate effectively with peers and external coaches in a creative and discursive setting.  | ➔ | S1: manage effectively intercultural communication                   |
|   | ILO MSKC 13 | Graduates can critically reflect on the social, ethical, and economic dimensions of entrepreneurial solutions.  | ➔ | K4: know how to behave ethically                                     |
|   | ILO MSKC 14 | Graduates can pitch and communicate complex ideas convincingly to diverse stakeholders.   | ➔ | S1: manage effectively intercultural communication                   |
|   | ILO MSKC 15 | Graduates can evaluate their own learning process and team experience through structured reflection.  | ➔ | S2: participate in and lead teams                                    |
| Intended learning outcomes d) Innovation Marketing & Entrepreneurship |             |   |   |  |

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| 5.1   | ILO MSKC 20 | Graduates can discuss the psychological characteristics of entrepreneurs, and how entrepreneurial decisions are made. They can discuss theories that span optimization, decision making under risk and uncertainty, and game theoretic approaches.   | ➔ K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 21 | Graduates can critically reflect on the market research instruments in environments of high uncertainty.   | ➔ K3: conduct rigorous research  |
|   | ILO MSKC 22 | Graduates can develop and effectively manage the marketing of an innovation.   | ➔ A2: plan, then act target-oriented to solve real business problems   |
|   | ILO MSKC 23 | Graduates can discuss the scientific basics of experimentation and experimental design with a special emphasis on experimental economics. They can analyze cases from the area of entrepreneurship and innovation and propose statistical methods appropriate for the analysis of experimental data. | ➔ K2: think analytically, and critically                               |
|   | ILO MSKC 24 | Graduates can discuss the application of advanced economic and management research to entrepreneurship and innovation.   | ➔ A1: apply knowledge and take decisions                               |
| Intended learning outcomes e) Negotiations                      |             |  |  |
| 5.1   | ILO MSKC 25 | Graduates can identify a negotiation situation.  | ➔ K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 26 | Graduates can discuss psychological factors in negotiations.   | ➔ K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 27 | Graduates can discuss phases of negotiation and preparation requirements.  | ➔ K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 28 | Graduates can clarify different negotiation strategies like dual-concern, win-lose, compromise, win-Win, Tit-for-tat.  | ➔ K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 29 | Graduates can discuss principles of distributive and integrative negotiations and methods to be used, like controlling of emotions, stepping to their side, reframe, build golden bridges and utilize means of power to educate.   | ➔ K1: effectively acquire knowledge in international marketing & sales |
|   | ILO MSKC 30 | Graduates can counter unfairness in negotiations and prevent or deal with abusive tactics.   | ➔ S1: manage effectively intercultural communication                   |
|   | ILO MSKC 31 | Graduates can choose suitable, situation specific strategies and tactics for effective and efficient negotiations.   | ➔ A1: apply knowledge and take decisions                               |
|   | ILO MSKC 32 | Graduates can analyze and discuss errors in negotiations.  | ➔ K2: think analytically, and critically                               |
|   | ILO MSKC 33 | Graduates can elaborate on cultural differences in negotiations.   | ➔ S1: manage effectively intercultural communication                   |
| Intended learning outcomes f) Social Media Marketing            |             |  |  |
| 5.1   | ILO MSKC 34 | Graduates have the ability to collect and evaluate information about the client and its needs (briefing), products, target groups, competition, social media and trends, that are relevant for a social media strategy development   | ➔ K3: conduct rigorous research  |
|   | ILO MSKC 35 | Graduates can develop a social media strategy (briefing, goals, consolidation of information, SWOT, Mission, Slogan)   | ➔ A1: apply knowledge and take decisions                               |
|   | ILO MSKC 36 | Graduates are able to create social media content that fits to the SM strategy (implementation of strategy in the form of specific actions and to present it - (idea development, Mission - Summaries - One Pager - Mood boards; Presentation: Audience, tech check, Fonts, videos)                  | ➔ D1: apply digital competences for virtual work                       |
| Intended learning outcomes g) Responsible AI in Global Business |             |  |  |
| 5.1   | ILO MSKC 37 | Graduates are able to research how AI is currently used in international business settings   | ➔ K3: conduct rigorous research  |
|   | ILO MSKC 38 | Graduates are able to map out and evaluate potential ethical and intercultural implications of AI usage  | ➔ K4: know how to behave ethically                                     |
|   | ILO MSKC 39 | Graduates are able to present and discuss findings and analysis approach, the identified risks & benefits of AI implementation   | ➔ S1: manage effectively intercultural communication                   |

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|  | ILO MSKC 40  | Graduates are able to develop practical recommendations   | ➔ | A1: apply knowledge and take decisions         |
| Intended learning outcomes h) Career Strategies in International Marketing & Sales |  |   |   |  |
|  | Upon successful completion of the elective, graduates are able to:             |   |   |  |
|  | Career diagnostics   |   |   |  |
|  | ILO MSKC 41  | identify attractive career opportunities in German and international markets, compare cross-cultural differences in job applications (e.g. Germany vs. US/UK vs. Asia), analyse job descriptions to derive required competencies, detect recurring patterns, construct competency heatmaps, and evaluate their implications for career planning and curriculum development.           | ➔ | K3: conduct rigorous research                  |
|  | ILO MSKC 42  | assess their own strengths and development areas using professional competency diagnostics (e.g. KODE®) and reflect on motivational aspects and purpose orientation, articulating how personal values and expectations align with career choices in specific industries or companies.   | ➔ | K2: think analytically, and critically         |
|  | ILO MSKC 43  | discuss recruitment processes from the employer perspective (career development theory, employability frameworks, international HRM perspectives), including goals, risks, success rates, methods, and costs.   | ➔ | K2: think analytically, and critically         |
|  | Experiment on application design   |   |   |  |
| 5.1  | ILO MSKC 44  | design professional application documents tailored to specific job requirements and enhance them with AI tools (e.g. Kickresume), then operate and interpret AI-based recruitment tools (e.g. CVVIZ) used in pre-screening and digital interviews and critically evaluate web crawling and digital footprint analysis, understanding the extent of publicly available personal data.  | ➔ | D1: apply digital competences for virtual work |
|  | Learn and Leapfrog: branding & communication, reflection & resilience, network |   |   |  |
|  | ILO MSKC 45  | reflect critically on ethical and data privacy issues in AI hiring tools (bias, fairness, GDPR) and evaluate personal social media strategies, analyse success and failure rates of applications, reflect on setbacks, and develop resilience strategies for career progression.  | ➔ | K4: know how to behave ethically               |
|  | ILO MSKC 46  | develop and present a personal, professional brand; reflect on related competence challenges; and create a personal development plan.   | ➔ | A1: apply knowledge and take decisions         |
|  | ILO MSKC 47  | critically reflect on peer and employer feedback (in collaboration with Career Services and industry partners) to improve career strategies and develop systematic networking strategies to build sustainable professional relationships (mentors, alumni, recruiters) beyond LinkedIn.   | ➔ | A1: apply knowledge and take decisions         |
|  | ILO MSKC 48  | design a mid-term LinkedIn communication plan aligned with a two-year career branding roadmap, integrating persuasive communication and storytelling techniques (strategic framing, appeal, narrative design), measure and track the effectiveness of online career communication (e.g. engagement, recruiter contacts, interview invitations).                                       | ➔ | D1: apply digital competences for virtual work |
| Learning content a) Digital Product Development                                    |  |   |   |  |
|  | Learning content A   | Project Management  |   |  |
|  | Learning content B   | Exploration of the Problem Space - Application of methods and tools learned in the lecture (e.g. interview techniques, jobs to be done, stakeholder map, persona, customer/user journey, etc.); Reframe the user / customer challenge into an actionable problem statement  |   |  |
|  | Learning content C   | Exploration of the Solution Space - Ideation aims to explore solutions for the defined user problem (e.g. usage of brainstorming tools, tools to structure and select preferred idea(s)) based on discussion of defined objectives. User experience design to illustrate the vision of future user experience (e.g. service blueprints, storyboards, value proposition canvas, etc.). |   |  |
| 5.2  | Learning content D   | Define an Adaptive Ecosystem Architecture - Decomposition of product vision into components based the understanding of modern software engineering principles (e.g. Microservice architecture, prefer buy over make by the usage of SaaS, API 1st, Cloud 1st, etc.). Definition of components needed to build a first MVP of the planned application.                                 |   |  |
|  | Learning content E   | Development of a Digital Prototype - Application of lean startup approach (Build, Measure, Learn) requiring minimal recourses. Building a digital prototype based on Now-Code / Low-Code Tools such as Bubble.io. Integration of functionality based on existing services by using API calls (e.g. Google Maps API, OpenWeatherMap API, etc.)   |   |  |

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| Learning content b) Psychology in Consumer Behaviour        |  |  |
| 5.2   | Marketing begins and ends with the consumer - from understanding consumer preferences and needs to providing consumer satisfaction. Thus, a clear understanding of consumers is critical in successfully managing the marketing function in any organization. This lecture examines basic theories (e.g., in economics and psychology) as well as the nature of consumer behavior and consumer decision process. |  |
|   | Learning content A   | Part A: Principles of Behavioral Economics and Social Psychology   |
|   | Learning content B   | Part B: Consumer Behavior  |
|   | Learning content C   | Part C: Consumer Decision Process  |
| Learning content c) Social Entrepreneurship School          |  |  |
|   | Learning content A   | Introduction to social entrepreneurship and impact-driven business models  |
|   | Learning content B   | Team-based development of a social project idea  |
|   | Learning content C   | Coaching and mentoring sessions with a multi-professional team   |
|   | Learning content D   | Workshops on creativity, design thinking, and project management tools, with discursive exchange formats and peer feedback rounds  |
|   | Learning content E   | Jury pitch of project ideas at the end of the program  |
|   | Learning content F   | Reflective paper on individual learning and team collaboration   |
| Learning content d) Innovation Marketing & Entrepreneurship |  |  |
| 5.2   | Learning content A   | Psychological characteristics of entrepreneurs and their decisions   |
|   | Learning content B   | Decision theories: optimization, decision making under risk and uncertainty, and game theoretic approaches. Normative perspectives and descriptive findings are confronted. Decision anomalies in entrepreneurial behavior.  |
|   | Learning content C   | Forecast methods on innovation spread  |
|   | Learning content D   | Methods to effectively manage the marketing of an innovation.  |
|   | Learning content E   | Application of advanced economic and management research to entrepreneurship and innovation.   |
| Learning content e) Negotiations                            |  |  |
| 5.2   | The basis for negotiation management and the importance of negotiating in international relationships will be conveyed. While doing so the concepts of negotiation management will be trained in simulations.  |  |
|   | Learning content A   | Phases of negotiations   |
|   | Learning content B   | Motivation and negotiations: Necessities and room to negotiate, BATNA  |
|   | Learning content C   | Analysis of negotiation (Self, Other party, Situation)   |
|   | Learning content D   | Negotiation style: negotiate competitively and cooperatively   |
|   | Learning content E   | Negotiation strategy (Win-win, ...)  |
|   | Learning content F   | Negotiation tactics (Power, rights)  |
|   | Learning content G   | Insights on Win-lose   |
|   | Learning content H   | Insights on Harvard Principle – Getting to yes   |
|   | Learning content I   | How to overcome difficult negotiation situations – (Lies, Ploys, ...) – Getting past no  |
|   | Learning content J   | Case studies   |
| Learning content f) Social Media Marketing                  |  |  |
| 5.2   | Learning content A   | Research & Analytics   |
|   | Learning content B   | Social Media Marketing Strategy  |
|   | Learning content C   | Channels & Tools   |
|   | Learning content D   | Content Creation   |
|   | Learning content E   | Pitch Presentation development   |
|   | Learning content F   | The Pitch and success report   |
| Learning content g) Responsible AI in Global Business       |  |  |
| 5.2   | Learning content A   | Formation of intercultural teams with participants from SeAMK – Seinäjoki University of Applied Sciences (Finland); Faculdade De Economia Universidade Do Porto (Portugal); Krakow University of Economics (Poland); FH Münster University of Applied Sciences (Germany; Host) |
|   | Learning content B   | Research how AI is currently used in international business settings (identification of use cases in e.g., HR, marketing, engineering, manufacturing, logistics, customer service, R&D)  |

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|  | Learning content C  | Analysing cases of AI implementation in real companies   |
|  | Learning content D  | Ethical and intercultural implications of AI usage   |
|  | Learning content E  | Preparation of poster presentations in diverse teams   |
| Learning content h) Career Strategies in International Marketing & Sales |   |  |
| 5.2  | Learning content A  | Introduction to international career landscapes in marketing & sales   |
|  | Learning content B  | Cross-cultural perspectives on job applications  |
|  | Learning content C  | Competency diagnostics and career heatmaps (e.g. KODE®)  |
|  | Learning content D  | Purpose orientation and motivational reflection  |
|  | Learning content E  | Recruitment processes from the employer perspective  |
|  | Learning content F  | AI-driven application design and AI recruitment tools  |
|  | Learning content G  | Digital footprints, web crawling, and social data transparency   |
|  | Learning content H  | Ethics and data privacy in AI-based hiring   |
|  | Learning content I  | Coping with setbacks and resilience strategies   |
|  | Learning content J  | Peer and employer feedback loops (integration with Career Services / industry partners)  |
|  | Learning content K  | Personal branding and strategic storytelling   |
|  | Learning content L  | LinkedIn career communication and effectiveness tracking   |
|  | Learning content M  | Networking strategies beyond digital platforms   |
| Requirements & examination   |   |  |
| 6  | Participation requirement   |  |
| 7.1  | Requirements for the award of credit points                                     | Passed module (min. 50% of points)   |
| 7.2  | Assessment method a) Digital product development                                | 75 % written assignment<br>25 % executive presentation   |
| 7.2  | Assessment method b) Psychology in Consumer Behaviour                           | 100% Exam  |
| 7.2  | Assessment method c) Social Entrepreneurship School                             | 100% Project results (pitch presentation and reflective paper)   |
| 7.2  | Assessment method d) Innovation Marketing & Entrepreneurship                    | 100% Project results   |
| 7.2  | Assessment method e) Negotiations   | 100% Negotiation (oral exam)   |
| 7.2  | Assessment method f) Social Media Marketing                                     | 100% presentation  |
| 7.2  | Assessment method g) Intercultural and ethical aspects of AI in HR & leadership | 25 % written (reflective) assignment<br>75 % poster presentation   |
| 7.2  | Assessment method h) Career Strategies in International Marketing & Sales       | Portfolio Examination (100%), consisting of:<br>Competency heatmap and reflection linked to career goals plus AI-based feedback report on an application package (50%).<br>Presentation of final project: Strategic LinkedIn communication plan (50%) including critical reflection. |
| 7.3  | Requirements for admission to the examination                                   |  |
| 7.4  | Importance of the mark for total mark   | 1. Semester: 5% (6 CP of 120 CP)<br>2. Semester: 10 % (12CP of 240 CP)   |
| 8.1  | Lecture language  | English  |
| 8.2  | Module supervisor   | Prof. Dr. Bert Kiel  |

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| 8.3   | Lecturers                      | a) Prof. Dr. Nils Ommen<br>b) Prof. Dr. Carmen-Maria Albrecht<br>c) Cathrin Ruppe M.A<br>d) Prof. Dr. Thorsten Kliewe<br>e) Prof. Dr. Bert Kiel<br>f) Stefan Ryman (Diploma, Founder and Ex-CEO of communication agency Elbkind)<br>g) Cathrin Ruppe M.A<br>h) Prof. Dr. Bert Kiel, M.A. Lena Barnard |
| 8.4   | Maximum number of participants | b) 25 students<br>c) 8 students<br>g) 8 (students from MIMS and Master Nachhaltige Dienstleistungs- und Ernährungswissenschaft)<br>h) 20 students   |
| 8.5   | Supplementary information      |   |
| <b>Recommended reading a) Digital product development</b>   |                                |   |
| Lamarre, E., Smaje, K. Zimmel, R.W. (2023) The McKinsey guide to outcompeting in the age of digital and AI, 1st edition   |                                |   |
| Friedman, Lawrence G. (2002) Go to Market Strategy, 1st edition   |                                |   |
| Sommerville, I. (2020) Engineering Software Products: An Introduction to Modern Software Engineering, 1st edition   |                                |   |
| Lewrick, M., Link, P., Leifer, L. (2020) The Design Thinking Toolbox, 1st edition   |                                |   |
| Lewrick, M., Link, P., Leifer, L. (2018) The Design Thinking Playbook, 1st edition  |                                |   |
| Pichler, R. (2010) Agile Product Management with Scrum, 1st edition   |                                |   |
| Ehrhardt, J. (2016): State Of The Digital Nation 2016, Medium, <a href="https://medium.com/fktry/state-of-the-digital-nation-7a18ca851076">https://medium.com/fktry/state-of-the-digital-nation-7a18ca851076</a> .  |                                |   |
| Gahler, M./Klein, J. F./Paul, M. (2022): Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments, Journal of Service Research, <a href="https://doi.org/10.1177/10946705221126590">https://doi.org/10.1177/10946705221126590</a> |                                |   |
| Gartner (2022): Enterprise Architects Combine Design Thinking, Lean Startup and Agile to Drive Digital Innovation, <a href="https://www.gartner.com/document/3941917">https://www.gartner.com/document/3941917</a> .  |                                |   |
| Hui, K.L./Chau, P.Y.K. (2002): Classifying digital products, Communication of the ACM, Vol 45, No 6, pp. 72-80, <a href="http://dx.doi.org/10.1145/508448.508451">http://dx.doi.org/10.1145/508448.508451</a> .   |                                |   |
| Lemon, K.N./Verhoef, P.C. (2016): Understanding Customer Experience Throughout the Customer Journey, Journal of Marketing, Vol. 80, Issue 6, pp. 69-96, <a href="https://doi.org/10.1509/jm.15.0420">https://doi.org/10.1509/jm.15.0420</a> .                             |                                |   |
| Meffert, H./Kirchgeorg, M./Eisenbeiß, M./Burmman, C. (2019): Marketing: Grundlagen marktorientierter Unternehmensführung: Konzepte – Instrumente – Praxisbeispiele  |                                |   |
| Stickdorn, M./Schneider, J. (2011): This Is Service Design Thinking, Wiley  |                                |   |
| <b>Recommended reading b) Psychology in Consumer Behaviour</b>  |                                |   |
| David Mothersbaugh, Delbert Hawkins, Susan Bardi Kleiser (2020): Consumer Behavior: Building Marketing Strategy, 14th ed., McGraw-Hill.   |                                |   |
| Roger D. Blackwell, Paul W. Miniard, James F. Engel (2005): Consumer Behavior (10 edition), Cengage   |                                |   |
| Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (2018): Consumer Behavior, 7th ed., Cengage  |                                |   |
| Arie Kruglanski, Tory Higgins, Paul Van Lange (2011): Handbook of Theories of Social Psychology, SAGE Publications  |                                |   |
| Daniel Kahneman (2011): Thinking, Fast and Slow, FSG  |                                |   |
| Selected journal readings:  |                                |   |
| Deborah J. MacInnis, Valerie S. Folkes. "The Disciplinary Status of Consumer Behavior: A sCiology of Science Perspective on Key Controversies." Journal of Consumer Research 36.6 (2010): 899-914.  |                                |   |
| Michel Tuan Pham, "The Seven Sins of Consumer Psychology." Journal of Consumer Psychology 23.4 (2013): 411-423.   |                                |   |
| <b>Recommended reading c) Social entrepreneurship school</b>  |                                |   |
| Bornstein, D., & Davis, S. (2010). Social Entrepreneurship: What Everyone Needs to Know. Oxford University Press.   |                                |   |
| Kickul, J., & Lyons, T. S. (2020). Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World. Routledge.   |                                |   |
| <b>Recommended reading d) Innovation Marketing &amp; Entrepreneurship</b>   |                                |   |
| Trott, P. (2021). Innovation Management and New Product Development (7th ed.). Pearson.   |                                |   |
| <b>Recommended reading e) Negotiations</b>  |                                |   |
| "The mind and the heart of the negotiator", Leigh L. Thompson   |                                |   |
| "Getting to yes", Roger Fisher and William Ury  |                                |   |
| "Getting past no", William Ury  |                                |   |
| "Beyond reason", Roger Fischer, Daniel Shapiro  |                                |   |
| "How to Win Friends and Influence People" by Dale Carnegie  |                                |   |
| "Negotiation - an A-Z Guide", Gavin Kennedy, 2009   |                                |   |

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| "The Power of a positive No", William Ury, 2008  |
| "Essentials of Negotiation", Roy J. Lewicki, Bruce Barry, David M. Saunders, 6e. 2016  |
| "Negotiation Genius", Deepak Malhotra, Max H. Bazerman, 2008   |
| "Thinking fast and slow", Daniel Kahneman, 2011  |
| "Handbook of global and multicultural negotiation", Christopher W. Moore, Peter J. Woodrow, 2010   |
| <b>Recommended reading f) Social Media Marketing</b>   |
| Hall, S. (2020): B2B Digital Marketing Strategy  |
| Löffler, M. (2014): Think Content!: Content-Strategie, Content-Marketing, Texten fürs Web (Galileo Computing)  |
| Funke, S. (2018): Influencer-Marketing: Strategie, Briefing, Monitoring. Inkl. Best Practices aus echten Kampagnen sowie Tipps zu rechtlichen Fragen |
| <b>Recommended reading g) Responsible AI in Global Business</b>  |
| to be defined  |
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| <b>Recommended reading h) Career Strategies in International Marketing &amp; Sales</b>   |
| The algorithm - How AI decides who gets hired, monitored, promoted and fired & why we need to fight back now, Hilke Schellmann, 2024, 9780306835148  |
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