

## Amendment for the Marketing Management programme's joint curriculum from August 2015-2017

The network for the Marketing Management programme has established the following changes to the content:

- The core element Business law
- The compulsory programme element Marketing understanding
- The compulsory programme element Tactical and operational marketing B2C

*The changes apply to students who start on the programme from August 2016.*

### Core area 4: Business law (pp. 10-11 in the 2015-2017 joint curriculum)

The changes apply to the learning objectives for the core area.

Core area 4: Business Law
<b>Weight: 5 ECTS</b>
<b>Content:</b> The core area Business Law is spread over two semesters. The aim is that the student gets knowledge of the overall legal framework for good business. They should also achieve skills to independently select the appropriate legal basis and remain critical to usability. Additionally, they should have the competencies to assess when the company needs to involve specialist legal knowledge.
<b>Learning objectives:</b>  <b>Knowledge and understanding</b> The student will gain knowledge and understanding about: <ul style="list-style-type: none"><li>• legal methods, information retrieval and legal sources including their interrelationship hierarchy</li><li>• the rules for marketing, e-commerce and trademark protection</li><li>• the rules for the collection and processing of personal data in relation to customers</li><li>• the rules for the formation of contracts, including digital contracts, power of attorney and invalidity</li><li>• the rules for trade purchases</li><li>• the Consumer Protection Act's rules on consumer sales, including rights to cancel an agreement</li><li>• company forms, including liability</li><li>• basic liability conditions, employer liability, the Product Liability Act as well product liability developed through case law.</li></ul>
<b>Skills</b> The student will get the skills to: <ul style="list-style-type: none"><li>• assess legal business problems in relation to:<ul style="list-style-type: none"><li>○ marketing law</li></ul></li></ul>

- contract law
- sale of goods, including
  - transfer of risk
  - delivery
  - retention of title
  - non-compliance with commercial and consumer sales
- E-commerce
- liability for various company forms

### Competencies

The student will learn to:

- manage an assessment of whether or not the marketing plan is in compliance with relevant legislation and determine when it is necessary to involve legal specialists.

## The compulsory programme element Market understanding (pp 15-17 joint curriculum 2015-2017)

Please note the changes in the learning objectives for the compulsory (programme) element.

<b>Compulsory programme element: Market understanding</b>
<b>Weight: 15 ECTS - 1st semester</b>
<b>Content:</b> <p>This programme element ensures that the student will be able to develop, implement and apply analyses to gain an overall understanding of marketing. On the operational level, the students will get the competencies to implement sales for the company's customers.</p> <p>In this programme element law is included as an important component to understand the regulations the company will meet in the market.</p>
<b>Learning objectives:</b> <p><b>Knowledge and understanding</b> The student will gain knowledge and understanding about:</p> <ul style="list-style-type: none"><li>● relevant theories and models concerning the company's external situation</li><li>● the company's market conditions including micro- and macroeconomic conditions affecting the company's business decisions.</li><li>● different types of markets and their impact on efficiency</li><li>● population development, the labour market and income</li><li>● legal methods, information retrieval and legal sources including their interrelationship hierarchy</li><li>● the rules for the formation of contracts, including digital contracts, power of attorney and invalidity</li><li>● basic liability conditions and employer liability,</li><li>● liability for various company forms</li><li>● sales cycle stages, challenges and opportunities</li></ul>

- personal sales - identification of customer needs
- sales psychology - different types of customers
- various sales and negotiation theories and strategies
- CRM - systems for managing customer relationships
- cultural theories and models
- cultural values and cultural behaviour, including cultural barriers
- trend analysis

### **Skills**

The student will get the skills to:

- assess the company's strategic position:
- assess the company's product/market portfolio in relation to customers and competitors.
- identify the company's customers and be able to assess the company's customer relations and the customer's buying behaviour – both B2B and B2C.
- assess the most important national economic KPIs for the company's market situation
- assess population development, the labour market and income in relation to the market situation
- assess the importance of culture in a commercial and communicative context
- assess the effect of various market interventions, including commercial policy interventions on the company's activities
- use legal methods, information retrieval and legal sources including their interrelationship hierarchy
- assess business legal problems in relation to contract law:
- use market segmentation, select target groups and position the company and its products or services
- assess the strategy options in connection with the implementation of sales, from subject selection to sales closure and follow-up
- apply different negotiation theories and models to implement concrete sales negotiations
- assess the company's position in the supply chain and apply this in sales and communication contexts

### **Competencies**

The student will learn to:

- participate in the planning of the selection of relevant markets for the company on the basis of competitive conditions
- manage development-orientated situations for the organisation's verbal and non-verbal communication to other cultures
- manage development-orientated situations in connection with the company's sales planning, organisation, implementation and follow-up
- participate in negotiations with a professional and personal impact
- in a structured context, acquire new knowledge about legislation in relation to the market
- manage the societal effects of various market interventions in relation to the company's activities

## The compulsory programme element Tactical and operational marketing B2C (pp 17-19 joint curriculum 2015-2017)

Please note the changes in the learning objectives for the compulsory programme element.

<b>Compulsory programme element: Tactical and operational marketing B2C</b>
<b>Weight: 20 ECTS - 2nd semester</b>
<b>Content:</b> This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2C market.
<b>Learning objectives:</b>  <b>Knowledge and understanding</b> The student will gain knowledge and understanding about: <ul style="list-style-type: none"><li>• the company's parameter mix, for both service and manufacturing companies</li><li>• service marketing</li><li>• the content and application of the marketing plan - online and offline</li><li>• marketing and sales budgets</li><li>• the company's market communication and marketing objectives in a national and international perspective</li><li>• the marketing mixes impact on market communication</li><li>• various media platforms/genre - offline and online</li><li>• effect measurements</li><li>• basic parameter optimisation for a product in one market</li><li>• the budget's impact on the management of a company's economy and basic budget control</li><li>• price formation for the consumer and producer market including producer and consumer surplus</li><li>• the price and income elasticity in connection with the pricing of a product</li><li>• pricing strategies and pricing methods</li><li>• the rules for marketing, e-commerce and trademark protection</li><li>• commercial law</li><li>• the Product Liability Act and various laws concerning product liability</li><li>• rules for the collection and processing of personal data</li><li>• instruments in omnichannels including space management, range management, distribution and partner management</li></ul>
<b>Skills</b> The student will get the skills to: <ul style="list-style-type: none"><li>• assess the company's parameter mix according to the company's target market/s - online and offline</li><li>• prepare proposals for adapting the company's parameter mix and assess its profitability</li><li>• assess the economic impact of different parameter efforts</li><li>• prepare a marketing budget including estimates of revenues and expenses and their impact on the profit budget</li><li>• prepare a profit budget and a cash budget for a company</li><li>• assess the marketing plan's liquidity effect</li><li>• prepare a break even calculation for the marketing plan</li><li>• assess and explain the consequences in result and cash flow budgets with changes in budget assumptions, as well as basic budget control</li></ul>

- make a simple cost optimisation based on known market and cost expectations
- assess price formation for different market forms
- assess pricing strategies and pricing methods
- assess business legal problems in relation to:
  - marketing law
  - sale of goods, including
    - transfer of risk
    - delivery
    - securing the purchase sum through retention of title
    - non-compliance with commercial and consumer sales
  - E-commerce
- apply the rules for the collection and processing of personal data
- establish marketing and communication objectives in relation to the chosen target group
- establish a brand positioning statement
- run analyses and evaluations of media plans and creative presentations
- apply updated techniques and tools for designing the company's internal and external communication
- assess the importance of appropriate values in a marketing context
- apply theoretical and practical tools for planning and implementation of marketing communication tasks
- assess and optimise the organisation's use of promotional resources
- evaluate and use rhetorical strategies based on brand positioning, target audience and media that was used
- analyse and evaluate the company's opportunities within omnichannels including space management, range management, distribution

### **Competencies**

The student will learn to:

- manage marketing and sales planning for the company, as well as disseminate the marketing plan to business partners and users
- participate in the organisation, and implement and monitor marketing and sales initiatives
- participate in the company's pricing of a product
- participate in the preparation of the company's marketing campaign plans online and offline
- be part of the company's work with various partners, such as advertising and media agencies
- participate in an assessment of whether or not the marketing plan is in compliance with relevant legislation and determine when it is necessary to involve legal specialists
- manage the company's range and distribution