

Modulbezeichnung	Omnichannel Product and Services Marketing
Untertitel	
Modulbezeichnung (englisch)	Omnichannel Product and Services Marketing
Leistungspunkte und Gesamtarbeitsaufwand	6 180 Stunden
Modulverantwortlich	WSF/IBWL/ABWL: Marketing
Ansprechpartnerinnen/ Ansprechpartner	Prof. Dr. Christian Brock; Prof. Marcellis M. Zondag, Ph.D. (Western Michigan University)
Sprache	Englisch
Zulassungsbeschränkung	Es werden maximal 20 Studierende für dieses Modul zugelassen.

Modulniveau	Masterstudiengang – spezialisierend
Zwingende Teilnahmevoraussetzung	keine
Empfohlene Teilnahmevoraussetzung	Grundlagenkenntnisse im Bereich Marketing und Dienstleistungsmanagement

Zuordnung zu Curricula	M.Sc. Dienstleistungsmanagement
Beziehung zu Folgemodulen/fachlichen Teilgebieten	keine

Dauer des Moduls	1 Semester
Termin/Angebotsturnus des Moduls	Sommersemester

Lern- und Qualifikationsziele (Kompetenzen)	<ul style="list-style-type: none"> - Factual Knowledge: <ul style="list-style-type: none"> ○ This course introduces the foundational knowledge, constructs, theories, and research methodologies that comprise the newly developing field of omnichannel marketing, retail operations, and customer services marketing. The course curriculum provides dual perspectives; that of retailers and other service providers and that of omnichannel customers, i.e. shoppers in this, the age of growing diversity in retail formats, where customers seek information, acquire goods and services through a multitude of shopping and delivery modalities. ○ In addition, students will be familiarized in the application of this integrated body of knowledge as it pertains to consumers' motivation, shopping behaviors, and decision processes for evaluating retail offers and purchasing goods and services in all retail formats. ○ Finally, students will be introduced to the decision support systems retailers and services providers use to develop omnichannel brand and customer service management systems, loyalty and frequent shopper programs, and subsequent tactical decisions on assortment, marketing, promotion and pricing. - Methodological Knowledge: <ul style="list-style-type: none"> ○ Students will read thought-leading papers in consumer research, applying a "self-study & seminar" pedagogical format; requiring understanding of the constructs, theories, strategies, and tactics presented in these papers and the writing of synopses for group discussion. ○ Understanding of, and the practical application of data mining techniques with the objective of compiling actionable market data reports sourced from multiple (big) data sources, i.e., "data storytelling" as it pertains to product and services marketing in omnichannel contexts. ○ Working in student teams on a real-world, real-data complex business case study.
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	<ul style="list-style-type: none"> ○ Preparing and delivering a senior-management level business presentation based on students' case research. - Transfer Competence: <ul style="list-style-type: none"> ○ Ability to study and comprehend a diffuse and complex body of knowledge from the perspectives of all channel partners. ○ Ability to evaluate which data and information is relevant, i.e. actionable from a business perspective. ○ Ability to effectively and efficiently summarize research and analysis in an English language business document. ○ Ability to develop and deliver an English language business presentation. - Normative Evaluative Knowledge: <ul style="list-style-type: none"> ○ Ability to evaluate and review theoretical and practical issues in the field of omnichannel shopper marketing, including but not limited to issues of privacy invasion, marketing ethics, and cross-cultural literacy.
Lehrinhalte	<p>Omnichannel Product and Services Marketing captures the emergence of new advanced (retail) marketing channels both in e-commerce and traditional brick-and-mortar. Facilitated by technology, these synchronized channels offer both opportunities and challenges to retailers and other services providers to not only increase the number of transactions with a larger diverse customer base, but also to create more involved, relevant, and even emotional relationships with individual customers and other stakeholders, and so improve brand equity, customer satisfaction, and loyalty. Technological advances in data collection and analysis allow omnichannel marketers to develop a deep understanding of the customer journeys individual (potential) customers are on or are about to take. Understanding how to meaningfully contribute and support these customer journeys offers new avenues for marketing and customer relationship building but also provides challenges not before experienced in product and services marketing.</p> <p>This course will be in a "self-study and seminar" format, meaning that the materials will not only be delivered in a traditional lecture format, but also that students will work individually and in small groups with the course materials, partaking in class-discussions, conducting case studies, and deliver a final project presentation at the end of the semester. The course language is English for the class sessions, reading materials, case study, and final presentation. However, the instructor can speak and read German.</p> <p>The content of this course is relevant for students interested in service industries in general and in the development and marketing of consumer products and services from a general management or entrepreneurial interest.</p>
Literaturangaben	Reading materials and required literature will be introduced and provided at the start of the semester.

Lehrzeit in SWS differenziert nach Form der Lehrveranstaltung	Vorlesung	2 SWS
	Seminar	2 SWS
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Lehrveranstaltungen	Vorlesung: Omnichannel Product and Services Marketing Seminar: Omnichannel Product and Services Marketing	(LSF)
Lernformen	Vorlesung, Diskussion, Gruppenarbeit, Selbststudium, Lehrvideos und Online-Vorlesungen/-Seminare	
Arbeitsaufwand für die Studierenden	Präsenzzeit	32 Std.
	Vor- und Nachbereitung der Präsenzzeit	48 Std.
	Strukturiertes Selbststudium	64 Std.
	<hr/> Prüfungsvorbereitung/Prüfungsvorleistung/Prüfung	36 Std.
	Gesamtarbeitsaufwand	180 Std.

Ggf. (Prüfungs)Vorleistungen (Art, Umfang)	keine
Prüfungsleistungen/ Voraussetzungen für einen erfolgreichen Modulabschluss (Art, Umfang)	The course grade will be assessed based on the final group case study. The deliverables for this case study are the PowerPoint document and its presentation by the case team. The final case study is a multi-week project, based on team work and intensive interaction with and support from the instructor.
Regelprüfungstermin	Regelprüfungstermin gemäß jeweils gültiger Studiengangsspezifischer Prüfungs- und Studienordnung.
Bewertung	Bewertung gemäß jeweils gültiger Studiengangsspezifischer Prüfungs- und Studienordnung.

Hinweise	keine
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Modulnummer	
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