

Module Handbook

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Course WIW-MDT-MS-K-7

Markets and Strategies (2V+1U, 4.5 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
-	K	Lecture with exercise classes (V/U)	4.5 CP		
2	V	Lecture		30 h	45 h
1	U	Lecture hall exercise class		15 h	45 h
(2V+1U)			4.5 CP	45 h	90 h

Basedata

SWS	2V+1U
CP, Effort	4.5 CP = 135 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[EN] English
Lecturers	Roth, Stefan, Prof. Dr. (PROF DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

Notice

The exercise class is organized in small groups with around 5 students. The number of groups depends on the total number of students.

Contents

Contents (lecture):

- Value in use and customer usage processes,
- Customer participation and co-design,
- Customer engagement,
- Price and revenue models,
- Communication,
- Acceptance and data privacy,
- Strategy development in times of digitization,
- Dynamic capabilities and inertia,
- Product and process innovation in the digital age and innovation culture,
- Technological disruptions,
- Technological and organizational path constitution,
- Assessing industry trajectories.

Contents (exercise / ,Übung'):

- Dealing with empirical phenomena.
- In the course of the exercise, students have to manage small 'real-life' projects in collaboration with partners from managerial practice to intensify and apply what has been taught in the lecture.

Literature

Lingnau, V., Müller-Seitz, G., Roth, S. (Hrsg. 2017): Management der digitalen Transformation: Interdisziplinäre theoretische Perspektiven und praktische Ansätze. München: Vahlen.

Materials

- Lecture: Presentation slides.
- Exercise (,Übung') : Presentation slides.

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-MDT-MS-K-7]

Module	Name	Context	
[WIW-MDT-MS-M-7]	Markets and Strategies	P: Obligatory	2V+1U, 4.5 LP