

Module Handbook

TUK MODHB Homepage

Course WIW-MKT-TCCI-K-7

Case Challenge I (4S, 6.0 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
4	S	Seminar	6.0 CP	60 h	120 h
(4S)			6.0 CP	60 h	120 h

Basedata

SWS	4S
CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in SuSe
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

Contents

- Analytical: problem identification, data handling, critical thinking; reason clearly and logically in sifting through the data available
- Decision: generate alternatives, select decision criteria, evaluate alternatives, choose alternative, formulate action/implementation plan
- Application: practice tools, techniques, theories you have learned
- Oral: speaking, listening, debating (think on your feet, consider others' viewpoints, defend your positions)

- Written: Note-taking, case reports
- Time: considering preparation: schedule educational activities and manage time effectively
- Social: how to deal with your peers/work in groups: conflict resolution, the art of compromise
- Creative: find solutions geared to the unique circumstances of each case; use your imagination in problem solving (normally multiple solutions to each case in stead of one best/correct solution)

Literature

- Mauffette-Leenders/Erskine/Leenders, Learning with Cases, WIR 608/129, Semesterapparat Roth
- Homburg, C. (2015). Marketingmanagement: Strategie - Instrumente - Umsetzung - Unternehmensfuehrung (5th ed., pp. 1-1375). Wiesbaden: Gabler.
- Kotler, P., Keller, K. L., & Bliemel, F. (2007). Marketing-Management: Strategien für wertschaffendes Handeln (12th ed.). München: Pearson Studium.

Materials

Material provided via OLAT

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-MKT-TCCI-K-7]

Module	Name	Context	
[WIW-MKT-TCCI-M-7]	Case Challenge I	P: Obligatory	4S, 6.0 LP