

Business B: Management & Organizations					
Module: Marketing II					
M.Sc. Programme: „Wirtschaftswissenschaften“					
Frequency		Duration	When taught	Credits	Time
winter term		1 Semester	1./2./3. Semester	7,5	225 h
1	Structure of the Module				
	No.	Courses	Type	Credit Points	Credit Hours
	1	Marketing AI	S	7,5	4
	Language of instruction Deutsch / Englisch				
3	Content of the module Artificial intelligence is playing an increasingly central role in society. Marketing represents a key application context for this important new technology. This seminar provides an introduction to the transformative role of artificial intelligence (AI) in modern marketing. The course covers the theoretical foundations and practical applications of AI in marketing, with a particular focus on its impact on marketing performance. The seminar is structured both empirically and conceptually. This means, that concrete use cases will also be analyzed and evaluated. Under guidance, students will apply appropriate quantitative market research methods. The research project will be carried out in student teams, each of which examines the topic from a different perspective. In summary, the course centers on current trends, the effects of AI on marketing strategies, and the associated challenges and opportunities.				
4	Competencies Students analyze core concepts, methods, and application areas of artificial intelligence in marketing. They evaluate the use of AI-based tools in the context of marketing strategies and examine their effects on marketing decisions and business performance. In addition, they apply quantitative market research methods to selected use cases, analyze empirical data, and discuss the opportunities, challenges, and limitations of AI-based marketing solutions.				
5	Examinations Module examination, consisting of a graded presentation including a written paper, as well as active oral participation and attendance (i.e., attendance is mandatory).				
6	Type of Examinations ☒ Covering the entire module ☐ Relating to individual courses				
7	Requirements -none- A basic knowledge of marketing as well as the methods and tools of marketing research and marketing planning is recommended.				
8	Status of the Module Elective Module in the M.Sc. programmes Wirtschaftswissenschaften, WiWi für ein Lehramt am Berufskolleg (Modellversuch), Wirtschaftsmathematik, Wirtschaftsingenieurwesen, Logistik, Mathematik and Statistik.				
9	Module coordinator Prof. Dr. Sascha Alavi		Responsible Department Wirtschaftswissenschaften		