



International Summer University 2025
Module: Marketing: Understanding Consumers and Markets
Level: Undergraduate /Bachelor

<p>Learning objectives Students who successfully complete this module:</p> <ul style="list-style-type: none"> • Develop a mindset of marketing. This encompasses knowledge of and the ability to apply key marketing frameworks and tools for analyzing customers and competitors. • Develop insights into segmentation, selection of target markets, and positioning strategies. • Understand how to develop actionable marketing mix strategies. Once a positioning strategy is developed, you should be able to integrate product, price, promotion, and place strategies to meet the needs of the target market. 	
<p>Learning contents</p> <ul style="list-style-type: none"> • Marketing Strategy • Competition and Competitive Intelligence • Segmentation, Targeting, and Positioning • Marketing Mix • Applications of Artificial Intelligence in Marketing • Marketing Analytics 	
<p>Student Skills developed successfully on completion of the module;</p> <ul style="list-style-type: none"> • Strategic thinking • Marketing communication • Teamwork and collaboration • Problem solving • Marketing and global mindset 	
Teaching Method	Lectures and discussions
Requirements/prerequisites	No pre-requisites
Recommended literature	None

Examination	<ul style="list-style-type: none"> • There will be multiple choice as well as short essay components in one exam. • Each student will be a part of a group of three. Each group will write a seven-page paper on the competitive situation of a company of their choice. This paper will be exactly seven pages long excluding cover, table of contents, and bibliography. • You are expected to attend the online forum and participate actively in discussions. You will be graded based on your participation in this forum. There will be THREE discussions overall during the course. Each discussion will come from your reading of popular business magazines and newspapers such as Wall Street Journal, The Economist, Bloomberg, Fortune, Forbes, Financial Times, etc.
Max. participants	25
Language of lecture	English
Promoter of the module	
Module instructor/Home university	Dr. Phani Tej Adidam, University of Nebraska Omaha, USA
Hours all in all a) Time spent in classroom b) Time spent outside classroom	Hours all in all: 150 hours a) 60 hours b) 90 hours: Time for preparation: 45 hours, Time for literature studies: 45 hours
ECTS-Credits	5