Public Management Bachelor Programme

<table>
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<tr>
<th>Module</th>
<th>42 – Administrative Marketing</th>
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<tbody>
<tr>
<td>Semester</td>
<td>5th semester (winter semester)</td>
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<td>Courses</td>
<td>Administrative Marketing (L)</td>
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<td>Workload</td>
<td>4 SPW 5 credits 150 workload hours (45 attendance hours, 105 self-study hours)</td>
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<td>Admission prerequisites</td>
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<tr>
<td>Module coordinator</td>
<td>Prof. Dr. Elmar Hinz</td>
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1. Learning outcomes
Adopting a business marketing approach, students will be able to identify and use suitable public administration tools. They will be able to distinguish between various forms of marketing, devise synergies between strategies and tools and use simple market research methods. Students will be able to evaluate planned campaigns in relation to the overall administrative organisation.

2. Recommended prior knowledge and skills
Administrative Science (module 07), Management of Public Organisations (module 08).

3. Contents
- Transferral of business marketing models to outward-oriented administration
- Forms of marketing in public administration (including city marketing and social marketing)
- Application in public administration
  - Strategies and concepts
  - Market research
  - Marketing tools, for instance from the fields of product policy (particularly quality management) and communication policy (corporate identity, press and PR)
- Role played by marketing management control and resource planning in outcome-oriented administrative management
- Topical issues such as fundraising and innovations in administration

4. Modes of teaching and learning, workload
Lecture with active feedback from students (45 hrs); preparation and revision of lectures, including reading relevant literature (40 hrs); case studies and practical exercises (35 hrs), discussion in class; exam preparation (30 hrs).

5. Type of examination
Group work (part of course grade); written exam (120 minutes) (part of course grade)

6. Literature

Stand: 30.06.2009