

Module Name	Marketing and Sustainable Corporate Management
Module Number	Eul-BMT-E-MuNUF, Eul-ET-E-MuNUF, Eul-IST-E-MuNUF, Eul-MT-E-MuNUF, Eul-RES-E-MuNUF
Responsible Lecturer	Dean's Office, Faculty of Business and Economics studiendekan.wiwi@tu-dresden.de
Qualification Objectives	Students are familiar with the most important fundamentals and principles of sustainable corporate management and marketing. They can differentiate between key concepts in marketing and sustainable corporate management and are able to apply selected theories and approaches to practical problems and real companies.
Contents	The module covers fundamental theories, approaches, and concepts of marketing and marketing strategies, as well as informational foundations, particularly consumer behavior and market research. It also includes the fundamentals of sustainable corporate management with regard to the three dimensions of "economy," "ecology," and "social/society," concepts for implementing sustainable development in companies, and methods for sustainability assessment.
Teaching and Learning Forms	3 hours per week of lectures and self-study.
Prerequisites for Participation	The knowledge acquired in the modules Introduction to Analysis and Algebra and Introduction to Business Administration and Organization is required.
Usability	The module is an elective module in the elective area of General Qualifications according to § 6 paragraph 3 of the study regulations and § 33 paragraph 3 of the examination regulations of the main study program in the diploma programs Information Systems Engineering, Mechatronics, and Renewable Energy Systems. Additionally, it is an elective module in the elective area of Medical-Economic Specialization according to § 6 paragraph 3 of the study regulations and § 33 paragraph 3 of the examination regulations of the main study program in the diploma program Biomedical Engineering. Furthermore, it is an elective module in the elective area of General Qualifications according to § 6 paragraph 3 of the study regulations and § 33 paragraph 5 of the examination regulations of the main study program in the diploma program Electrical Engineering. The module creates the prerequisites for the modules that list it under prerequisites for participation.
Prerequisites for the Award of Credit Points	Credit points are awarded when the module examination is passed. The module examination consists of a complex assessment with a workload of 16.5 hours.
Credit Points and Grades	5 credit points can be earned through the module. The module grade corresponds to the grade of the examination performance.
Frequency of the Module	The module is offered every summer semester.
Workload	The total workload is 150 hours.
Duration of the Module	The module lasts one semester.