

Public Management Bachelor Programme

Module	42 – Administrative Marketing		
Semester	5 th semester (winter semester)		
Courses	Administrative Marketing (L) DE		
Workload	4 SPW	5 credits	150 workload hours (45 attendance hours, 105 self-study hours)
Admission prerequisites	–		
Module coordinator	Prof. Dr. Elmar Hinz		

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

BRUHN, Manfred: *Marketing für Nonprofit Organisationen*, 2. Auflage, Stuttgart 2012; HOMANN, Klaus: *Marketing für Kommunalverwaltungen: eine abnehmerorientierte Marketingkonzeption für den kommunalen Bereich*, Berlin 1995; SCHARF, Andreas; SCHUBERT, Bernd; HEHN, Patrick: *Marketing: Einführung in Theorie und Praxis*, 5. Auflage, Stuttgart 2012; WESSELMANN, Stefanie; HOHN, Bettina: *Public Marketing*, 3. Auflage, Wiesbaden 2012. Additional references will be made available at the beginning of the course.