



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



MUNICH **MISU**^{LMU}
INTERNATIONAL SUMMER
UNIVERSITY

Marketing Essentials Core Principles and Case Studies in Action (MEC)

Munich, Germany
July 28 – August 13, 2025
www.mec-misu.de



Online-Sessions July 28 – August 1
In-class Sessions August 4 – 13

Tentative Schedule



Academic Host



Patronage

Prof. Dr. Schwaiger

Dean of Studies of LMU Munich
School of Management
Head of Institute for Market-based
Management



Lecturer

Dr. Sandra Baringhorst

International Relations Center
Institute for Market-based Management
LMU Munich School of Management
LMU Munich



Dr. Louisa Weritz

Institute for Market-based Management
LMU Munich School of Management
LMU Munich

Live seminar sessions

As live online tool for the courses, we will use "Zoom":

<https://lmu-munich.zoom.us/>

It is not mandatory to create a LMU Zoom account. You will receive an invitation by email before the first session for participation in class and the Zoom Client is usable in your browser.

Classroom in Munich

tba



Program

All times are stated in the CEST standard time format

| Date | 9:00 a.m. - 1:30 p.m. | 2:00 p.m. – 6:30 p.m. |
|--|---|-----------------------|
| Mon, 28.07.2025 ONLINE | <ul style="list-style-type: none"> • Introduction Lecture: Introduction to Marketing 1.1 Development Stages of Marketing 1.2 Definitions of Marketing 1.3 Selected Marketing Approaches | |
| Tue, 29.07.2025 ONLINE | No class Preparation time for Ansoff Matrix | |
| Wed, 30.07.2025 ONLINE | <ul style="list-style-type: none"> • Presentation of Ansoff Matrix Lecture: Selected Marketing Approaches 2.1 Actuality & Attitude 2.2 Satisfaction & Loyalty | |
| Thu, 31.07.2025 ONLINE | Tutorial: Basics of the Market and Consumer Behavior 1.1 Basics of the Market 1.2 Basics of Consumer Behavior | |
| Fri, 01.08.2025 ONLINE | | |
| Sat, 02.08.2025 ONLINE | Tutorial: Marketing Mix 2.1 Product 2.1.1 Basic Principles of Product Policy 2.1.2 Program Policy 2.2 Price | |
| Sun, 03.08.2025 | Arrival in Munich | |

| Date | 9:00 a.m. - 1:30 p.m. | 2:00 p.m. – 6:30 p.m. |
|------------------------------------|--|---|
| Mon, 04.08.2025 IN-CLASS | Tutorial: Marketing Mix 2.3 Promotion | |
| Tue, 05.08.2025 IN-CLASS | Tutorial: Marketing Mix <ul style="list-style-type: none"> • 2.4 Place • Exercise/Case Study on the Marketing Mix | Excursus: Case Study Customer Service |
| Wed, 06.08.2025 IN-CLASS | Excursus: Case Study Customer Service | |
| Thu, 07.08.2025 IN-CLASS | | |
| Fri, 08.08.2025 IN-CLASS | No class Preparation time for student presentations | No class Preparation time for student presentations |
| Sat, 09.08.2025 IN-CLASS | Lecture: Market & Consumer Research 3.1 Market Research Design 3.2 Data Collection Methods | Tutorial: Market Research 3.1 Introduction to Market Research 3.2 Market Research Design 3.3 Data Collection Methods 3.4 Questionnaire 3.5 Sampling |

| Date | 9:00 a.m. - 1:30 p.m. | 2:00 p.m. – 6:30 p.m. |
|------------------------------------|--|---|
| Mon, 11.08.2025 IN-CLASS | <ul style="list-style-type: none"> • Group Work: Case Study on the 4Ps | |
| Tue, 12.08.2025 IN-CLASS | <ul style="list-style-type: none"> • Presentations Student presentations | No class Time to prepare for the exam |
| Wed, 13.08.2025 IN-CLASS | Exam: 10:15 – 11:15 Farewell Event | |
| Thu, 14.08.2025 IN-CLASS | Departure from Munich | |
| Fri, 15.08.2025 | | |

Note that the agenda is preliminary and may be subject to change.

Literature:

- Sarstedt, M., & Mooi, E. (2014). A concise guide to market research. The Process, Data, and, 12.
- Additional readings recommended in class.