



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

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Master

Customers & Markets

(Prof. Dr. Mark Heitmann, WS25/26)

Objectives

Successful management requires a thorough understanding of market responses. This course emphasizes the behavioral principles of customer decision making which are driving the relationships between customers and competing companies in a variety of markets. This course intends to develop in-depth knowledge for the assessment of opportunities and threats and for making well-grounded predictions of market outcomes. In particular, the following skills and capabilities will be trained:

1. Proficiency in various means of market orientation.
2. Application of recent scientific evidence on conscious as well as subconscious cognitive and emotional processes for assessing market potential and targeting customers.
3. Learn how to compete over the structure of consumer preferences and how to develop a successful competitive positioning.
4. Understand how to conduct experimental market studies and how to base market-oriented decisions on statistical evidence.

Content

The main topics of this course will be:

1. Basic theories, terms and concepts of market orientation and behavioral decision theory.
2. Positioning and the competitive set: Individual products, assortments and timing strategies.
3. Positioning and market communication: Differentiation and market response, product presentation and the role of environmental cues.

4. Positioning based on emotions: Demand for hedonic attributes, the role of subjective risks and emotional decision conflicts.
5. Current trends in Marketing (e.g., sustainable advantages, competing over social groups)

The course will be based on consumer psychological articles in leading academic journals. Lecture notes, more detailed information on the course schedule as well as reading assignments will be made available at the beginning of the course.

Organisation

Lecture	Prof. Dr. Mark Heitmann Fr, 12.12.25 – 30.01.26, 10-14 Uhr Further information on lecture rooms will be published here or can be found on STiNE.
Contact	Tijmen Jansen (tijmen.jansen@uni-hamburg.de)
Exercises	Wednesday 17.12.25 – 28.01.26 10:00-12:00, 14:00-16:00, 16:00-18:00
Module	Elective course in the area „Marketing“ (Module MA-MA3(G))
Credits	6 credits
Language	Lectures, exercises and literature in English
Requirements	We recommend sufficient preliminary knowledge in Marketing and Statistics. The course is based on international journal articles. We will not revisit the methodological basics. Students without sufficient preliminary knowledge may have to conduct additional private studies.
Exam	Written Exam (60 Minutes), dictionary and calculator allowed. 1 st round, 13.02.26 12:30 – 13:30 2 nd round, 27.03.26 08:30-09:30 Information for the exam will be announced here in good time.
Exam inspection	Information for inspection will be announced here in good time.