

Module 678 Marketing and Sales

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| 1 | Module number 678 | Study programme WNB | Semester 5 | Offered in <input checked="" type="checkbox"/> WS <input checked="" type="checkbox"/> SS | Duration 1 semester | Module type Compulsory | Workload (h) 150 | ECTS points 5 |
| 2 | Courses | | Teaching and learning form | | Contact time | | Self-study | Language |
| | a) Marketing and Sales | | Lecture | | (SWS) 4 | (h) 60 | (h) 90 | English |
| 3 | Learning outcomes and competences After successfully completing the module, students can... Knowledge and understanding <ul style="list-style-type: none"> • Know and understand strategies, instruments and functions of marketing and sales • Think in marketing dimensions and thus learn to understand the customer as the center of all entrepreneurial activities Use, application and generation of knowledge <i>Use and transfer</i> <ul style="list-style-type: none"> • Use models and tools correctly in marketing and sales <i>Scientific innovation</i> <ul style="list-style-type: none"> • Use models and tools correctly in marketing and sales Communication and cooperation <ul style="list-style-type: none"> • Communicate and cooperate in the group in order to find adequate solutions for the tasks set. • Identify problems and develop solutions together through case studies • Speak in a marketing-appropriate manner in short presentations • Understand and use the basics of negotiation in sales discussions Scientific self-conception/professionalism <ul style="list-style-type: none"> • Interpret the findings of the field and draw appropriate conclusions. • Use the knowledge, skills and competencies learned for assessment and apply them to case studies | | | | | | | |
| 4 | Content Students gain an overview of the sub-areas of marketing and sales and learn that customer and market orientation is an obligation for everyone within an entrepreneurial organization. The following content is covered: <ul style="list-style-type: none"> • Basic analysis and strategy tools for marketing and sales • Marketing mix (product, price, communication and sales policy) • Market research • Positioning and segmentation of brands and markets • International aspects of marketing and sales: including influence through culture, importance of global trade • Sales processes and organization • Sales management • Sales controlling • Sustainability in marketing and sales | | | | | | | |
| 5 | Participation requirements obligatory: none recommended: none | | | | | | | |
| 6 | Forms of examination and requirements for awarding credit points a) Project Work [graded] | | | | | | | |

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| 7 | Further use of the module WNB |
| 8 | Module manager and full-time lecturer Prof. Dr. rer. pol. Rainer Elste |
| 9 | Literature <ul style="list-style-type: none">• Lecture Skript• Books (in the current edition):<ul style="list-style-type: none">• Burns, Bush, Market Research, Pearson• Kotabe, Helsen, Global Marketing Management, Wiley• Kotler, Marketing Management, Pearson• Kotler, Armstrong, Principles of Marketing, Pearson• Kotler, Keller, Brady, Goodman, Hansen (2012): Marketing Management Europe, Pearson |
| 10 | Last updated 07.02.2025 |