

Courses in English Course Description

Department	09 Engineering and Management
Course title	Marketing and Sales, Basics
Hours per week (SWS)	3
Number of ECTS credits	4
Course objective	<p>By the end of the course students will:</p> <ul style="list-style-type: none"><input type="checkbox"/> Know the basics of marketing for industrial goods and consumer goods with emphasis on automotive products and service offerings<input type="checkbox"/> Understand the need for market research<input type="checkbox"/> Know the requirements of and procedures in the segmentation and positioning of companies and products<input type="checkbox"/> Be aware of the integrated product lifecycle<input type="checkbox"/> Be able to apply their new marketing knowledge in a simulation game or project work. As an outcome, students will have gained experience how to create a product that meets customers' needs, select sales channels, set the price and use advertising to increase demand. They will have gained insights how marketing influences the success of a company. Students will also have gained experience in teamwork
Prerequisites	Engineering and Business Administration background as well as interest in the automotive industry assumed. Priority to exchange students who are enrolled at the department of Engineering and Management!
Recommended reading	Marketing Management, 2016, 15th edition, Kotler, Philip; Keller, Kevin Lane Marketing High Technology, 2012, Davidow, William Further reading will be announced at the beginning of the semester
Teaching methods	Seminar, practical exercises, project work
Assessment methods	Simulation game or project work, incl. Presentation
Language of instruction	English
Name of lecturer	Prof. Dr. Jörg Elias
Email	joerg.elias@hm.edu
Link	
Course content	Marketing basic definitions Segmentation and positioning Market research Key marketing concepts, e.g. 4 P`s (product, price, place, promotion) Key marketing trends, e.g. digital marketing
Remarks	Attendance of lectures is for the simulation game/ project work compulsory.