

Module Description *Marketing and Sales, Automotive*

Department 09 Engineering and Management – **focus Automotive**

Course title *Marketing and Sales, Automotive*

Hours per week (SWS) 4

Number of ECTS credits 5

Course objective: By the end of the course students will:

- Be able to apply their knowledge on marketing basics for the automotive industry to evaluate and assess specific situations
- Have an understanding of the drivers of the automotive market
- Understand the concept and processes for automotive-specific market research
- Understand the requirements and procedures in the segmentation and positioning of cars and their services
- Have an understanding of the automotive market specific marketing P's (Product, Price, Place and Promotion) and their interdependence
- Be able to evaluate the concepts and processes in brand management in the automotive industry
- Be aware of the integrated product lifecycle in the automotive industry and its implications on marketing
- Be able to understand and assess new marketing developments (e.g. omni-channel management, digital products, real time data etc.)
- Be aware of innovations and trends in the automotive industry and assess their implications for marketing

As an outcome of the project work, students will have analyzed an automotive-related marketing topic. They will have assessed the market situation and the market positioning of a provider of vehicles, parts or services and will have developed a future oriented marketing strategy. In addition, each week a group of students will compile a weekly press review of current automotive marketing news.

Prerequisites Engineering and Business Administration background as well as interest in the automotive industry assumed. Participation in the entry marketing course (Marketing and Sales, Basics) is required except for international students. Priority to exchange students who are enrolled at the department of Engineering and Management!

Recommended reading Automobil-Marketing, 2015, 6th edition, Diez, Willi
Marketing Management, 2016, 15th edition, Kotler, Philip;
Keller, Kevin Lane
Further reading will be announced at the beginning of the semester

Teaching methods Seminar, practical exercises, project work

Assessment methods Project documentation and presentation
Grading of weekly press review

Language of instruction English

Name of lecturer Prof. Dr.-Ing. Jörg Elias and lecturers

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Course content Introduction and automotive market overview
Market segmentation & market research
Marketing mix in the automotive industry: Product, price,
communication and distribution and new digital marketing tools
Brand Management
Megatrends and their implication on marketing strategies, e.g. new
propulsion, driverless cars, shared economy