

Module Description Technical Marketing - MBA

Department 09 Engineering and Management

Course title **Technical Marketing**

Hours per week (SWS) 4

Number of ECTS credits 5

Course objective By the end of the course students will:

- Be knowledgeable about marketing basics in B2B (business to business) and B2C (business to consumer) markets
- Understand the fundamental drivers and changes from classical marketing to digital marketing
- Understand the requirements and approaches to market segmentation and the positioning of companies and products
- Have applied their new knowledge about the levers of the marketing mix to real life examples and case studies, esp.
 - Product: Analysis of customer needs and transfer into technical product features, new product development, integrated product and technology life cycle
 - Price: Pricing reflecting market circumstances and internal cost structure
 - Distribution: Orchestration of the sales channels (multi-channel management, including new digital channels) and setup of the sales organization
 - Advertisement and branding: Development of advertisement concepts and brands, including the new digital media
- Have successfully applied their new knowledge in a project

Prerequisites Engineering and Business Administration background. MBA class. Priority to exchange students who are enrolled at the department of Engineering and Management!

Recommended reading Reading material will be announced at the beginning of the semester

Teaching methods Seminar, practical exercises, project work

Assessment methods Written exam (90 min.) plus project documentation and presentation

Language of instruction English

Name of lecturer Will be announced at the beginning of the semester
Email

Link

Course content

- Marketing basic definitions
- Marketing process
- Market segmentation und positioning of the company/ product
- Levers of the marketing mix (product, price, distribution, advertisement and branding)
- Marketing strategies along the market life cycle
- Changes from classical to digital marketing

Remarks Attendance of lectures for the project work compulsory