

Courses in English Course Description

Department	09 Engineering and Management
Course title	Technical Marketing
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<p>By the end of the course students will:</p> <ul style="list-style-type: none"><input type="checkbox"/> Be knowledgeable about marketing basics in B2B (business to business) and B2C (business to consumer) markets<input type="checkbox"/> Understand the fundamental drivers and changes from classical marketing to digital marketing<input type="checkbox"/> Understand the requirements and approaches to market segmentation and the positioning of companies and products<input type="checkbox"/> Have applied their new knowledge about the levers of the marketing mix to real life examples and case studies, esp.<ul style="list-style-type: none">o Product: Analysis of customer needs and transfer into technical product features, new product development, integrated product and technology life cycleo Price: Pricing reflecting market circumstances and internal cost structureo Distribution: Orchestration of the sales channels (multi-channel management, including new digital channels) and setup of the sales organizationo Advertisement and branding: Development of advertisement concepts and brands, including the new digital media<input type="checkbox"/> 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	Prof. Dr. Danilo Schmidt
Email	danilo.schmidt@hm.edu
Link	
Course content	<ul style="list-style-type: none"><input type="checkbox"/> Marketing basic definitions<input type="checkbox"/> Marketing process<input type="checkbox"/> Market segmentation und positioning of the company/ product<input type="checkbox"/> Levers of the marketing mix (product, price, distribution, advertisement and branding)<input type="checkbox"/> Marketing strategies along the market life cycle<input type="checkbox"/> Changes from classical to digital marketing
Remarks	Attendance of lectures for the project work compulsory.