

Courses in English Course Description

Department	05 Technical Systems, Processes and Communication
Course title	Marketing
Course number	
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	Development of an understanding of marketing and product management in a B2B environment. The target is to know and to apply the marketing mix and to learn how to organize marketing projects.
Prerequisites	Basic knowledge on marketing mix
Recommended reading	Marketing Management - Analysis, Planning, Implementation and Control, Philip Kotler, Prentice Hall
Teaching methods	Lectures, case studies, presentations
Assessment methods	written exam
Language of instruction	English
Name of lecturer	Prof.Dr. Sabine Wölflick
Email	sabine.woelflick@hm.edu
Link	www.pm.hm.edu
Course content	<p>Writing a complete marketing plan</p> <ul style="list-style-type: none"> • Target setting (quantitative und qualitative targets, time frame etc. • SWOT Analyses of the products, customer behaviour • Distribution channels • Market research to potential competitors • Market segmentation (focus on product properties, customers, distribution) • Budgeting costs • Planing of a market introduction compaign of a special produc • Planing of a market introduction compaign of a special produc <ul style="list-style-type: none"> o target group oriented print advertisement o Internet o Event Management o exhibitions o customer binding programs • Controlling mechanism, sucess analyses
Exam	written test