

## Module 621 Marketing and Sales

1	<b>Module Code</b> 621	<b>Degree Program / Target Group(s)</b> WNB	<b>Semester</b> 4	<b>Starts in the</b> <input checked="" type="checkbox"/> Winter Term <input checked="" type="checkbox"/> Summer T.	<b>Duration</b> 1 Semester	<b>Module Type</b> Mandatory	<b>Workload (h)</b> 150	<b>ECTS Credits</b> 5
2	<b>Courses</b> a) Marketing and Sales		<b>Type of Instruction / Form of Learning</b> Lecture		<b>Language of Instruction</b> English	<b>Contact Time (h) weekly   total</b> 4   60	<b>Self Study (h)</b> 90	<b>ECTS Credits</b> 5
3	<b>Table of Qualifications</b>		Expertise	Methodological Skills		Personal & Social Skills		
	Knowledge & Understanding		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
	Applying Knowl. & Understanding		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
	Making Judgements & Analyzing		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
	Creating & Extending Knowledge		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
4	<b>Learning Outcomes and Competences</b> On completion of the module the students are expected to be able to:  <b>Knowledge and Understanding (Knowledge)</b> <ul style="list-style-type: none"> <li>To know and understand the strategies, instruments and functions in marketing and sales</li> </ul> <b>Applying Knowledge and Understanding (Skills)</b> <ul style="list-style-type: none"> <li>To apply correctly the marketing and sales tool box</li> </ul> <b>Making Judgements and Analyzing (Competences)</b> <ul style="list-style-type: none"> <li>To analyze and judge situations on the basis of market research, product programme structure analysis and customer analysis</li> </ul> <b>Creating and Extending Knowledge (Competences)</b> <ul style="list-style-type: none"> <li>To derive recommendations for managerial actions by combination of different instruments.</li> <li>To internalize market oriented thinking and acting as the core of entrepreneurial orientation.</li> </ul>							
5	<b>Syllabus/Contents</b> <ul style="list-style-type: none"> <li>Fundamental analysis and strategy instruments in marketing and sales</li> <li>Marketing-Mix (product-, pricing-, communication- und sales policy)</li> <li>Market research</li> <li>Positioning and segmentation of brands and markets</li> <li>International aspects of marketing and sales, e.g. culture, global trade</li> <li>Sales processes and organization</li> <li>Sales management</li> <li>Sales controlling</li> </ul>							
6	<b>Prerequisites</b> According to the Examination Regulations (Studien- und Prüfungsordnung): <ul style="list-style-type: none"> <li>none</li> </ul> Recommended: <ul style="list-style-type: none"> <li>634 Business Administration and Economics</li> </ul>							
7	<b>Type of Assessment (Examinations) and Requirements for Credits</b> Exam of 90 minutes							
8	<b>Module can be used in the following Degree Programs</b> WNB							
9	<b>Module Director and other Lecturers involved</b> Prof. Dr. Rainer Elste							
10	<b>Recommended Reading</b> <ul style="list-style-type: none"> <li>Burns, Bush: Market Research, Pearson 2014</li> <li>Kotabe, Helsen: Global Marketing Management, 5th edition, Wiley 2010</li> <li>Kotler, Armstrong: Principles of Marketing, 15th edition, Pearson 2012</li> <li>Kotler, Keller, Brady, Goodman, Hansen: Marketing Management Europe, 2nd Edition, Pearson, 2012</li> </ul>							

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11	<b>Contribution of the Module to the Educational Aims of the Degree Program</b> <ul style="list-style-type: none"><li>• Internationalization</li><li>• Market oriented management know how and do how</li></ul>
12	<b>Date of last Modifications</b> 19.04.2016