

University of Bamberg

Faculty of Social Sciences, Economics, and Business Administration

Sales and Marketing Department

Prof. Dr. Björn Ivens



Sales and Marketing Modules

- English Version

BACHELOR BUSINESS ADMINISTRATION

Refers to module manual **Bachelor BWL PO 2015**

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For **German version**: <https://www.uni-bamberg.de/abt-studium/aufgaben/modulhandbuecher/sowi/modulhandbuecher-bachelor-betriebswirtschaftslehre/>

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VM-B-01: Sales and Marketing Management <i>Sales and Marketing Management</i>	6 ECTS / 180 h
(since WS23/24) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p>Content:</p> <p>The course "Sales and Marketing Management" discusses how companies manage their interactions with customers and the institutions involved those interactions. It analyses the complex management processes required in order to understand both demand and competition. The course then introduces the strategic and operative decisions and instruments that characterise companies' sales and marketing processes.</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Sales and marketing as managerial challenges In the first unit, students learn about customer needs and wishes, value proposition, value creation and value chains. Furthermore, it deals with value chains as mechanisms, sales and marketing management, different types of markets. 2. Objectives in sales and marketing Firstly, the marketing concept is introduced. In a further step, sales and marketing objectives are differentiated concerning effectiveness and efficiency in marketing, formal and operative objectives, and concerning cause-effect relationships. 3. Market and customer orientation I This chapter introduces the guiding principles of market and customer orientation. It discusses selected process models and constructs of customer behaviour. 4. Market and customer orientation II The second part of the discussion of market and customer orientation focusses on competitor orientation and cross-functional coordination. 5. Marketing intelligence I An introduction to market research is provided. Furthermore, methods of data collection and methods of analysis are presented. 6. Marketing intelligence II The second part of marketing intelligence deals with marketing planning, forecasting and budget planning. 7. Marketing activities In this unit, students discover the activity and actor side of sales and marketing. They learn about functional relationships between dependent and independent sales and marketing variables. 8. Product management After an overview of the product mix, product management is introduced and linked to customer service, brand management and program management. 	

<p>9. Price management</p> <p>This chapter establishes the fundamental importance of pricing as a strategic process. It encompasses a definition of price that includes customer payments and seller value creation. It then introduces the notion of price-value concepts and discusses several important instruments used in price management.</p> <p>10. Distribution management</p> <p>This unit deals with the selection of distribution channels, organization of the distribution structure and sales activities within distribution systems.</p> <p>11. Promotion Management</p> <p>Promotion Management includes all communication instruments and communication strategies. Various operative and strategic instruments are explained.</p> <p>12. Sales and marketing implementation</p> <p>The final chapter explains the challenges of translating sales and marketing plans into actual activities and presents the main fields of implementation, such as digital support systems for sales and marketing or HR challenges.</p>		
<p>Learning objectives / competences:</p> <p>The aim of the course is to:</p> <ul style="list-style-type: none"> • explain the significance of sales and marketing both for a company's value creation and claiming process, • understand which strategic decisions and which operative tasks sales and marketing management encompasses • present the relationship between sales and marketing • demonstrate the fundamental importance of market research, IT systems, HR systems and systematic control processes for the implementation of sales and marketing management concepts and, thus, for the performance of a company 		
<p>Further information:</p> <p>https://www.uni-bamberg.de/en/bwl-marketing/</p>		
<p>Admission requirements for this module:</p> <p>None</p>		
<p>Recommended prior knowledge:</p> <p>None</p>		<p>Special requirements for passing:</p> <p>None</p>
<p>Frequency of the module:</p> <p>SS, annually</p>	<p>Recommended semester:</p> <p>-</p>	<p>Minimal duration of the module:</p> <p>1 semester</p>

Course	
Sales and Marketing Management Forms of teaching: Seminar Language: English Frequency of the module: SS, annually	2,00 SWS (SWS = hours / week per semester) 4 ECTS

Literature: <ul style="list-style-type: none"> • Diller/Fürst/Ivens: Grundprinzipien des Marketing, 3. Aufl. 2011. • Diller, H. (Hrsg.): Vahlens Großes Marketing Lexikon, 2. Aufl. 2001. • Diller, H. (2007), Preispolitik, 4. Aufl., Stuttgart : Kohlhammer.

Examination: Written examination (exam) / examination duration: 60 minutes Description: Language of examination: English

Sales and Marketing Management – Exercise	
Sales and Marketing Management Forms of teaching: Exercise Language: English Frequency of the module: WS, SS	1,00 SWS (SWS = hours / week per semester) 2 ECTS

VM-B-03: Introduction to Marketing Intelligence <i>Introduction to Marketing Intelligence</i>	6 ECTS / 180 h
(since SS24) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p>Content:</p> <p>The course "Introduction to Marketing Intelligence" deals with marketing intelligence as a data and information basis for marketing and sales decisions.</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Fundamentals of marketing intelligence <p>Students are provided with a definition of marketing intelligence. In subsequent steps, the purpose, industry and process of marketing research are presented and ethics in marketing are discussed.</p> <ol style="list-style-type: none"> 2. Determining the research problem <p>This chapter is divided in three parts: Identification of management's information needs, specification of research questions and confirmation of the value of information.</p> <ol style="list-style-type: none"> 3. Selecting the research design <p>When selecting the research design, classification of the design, selection of the data collection method, design of the measurement instrument and determination of the sampling plan and procedure need to be considered.</p> <ol style="list-style-type: none"> 4. Execution of the research design <p>The execution of the research design is presented in two steps: Collecting data and monitoring fieldwork.</p> <ol style="list-style-type: none"> 5. Data preparation and analysis <p>A definition of data preparation and data analysis procedures are presented.</p> <ol style="list-style-type: none"> 6. Report preparation and presentation <p>This unit puts a focus on the objectives and the format of the marketing research report.</p> <ol style="list-style-type: none"> 7. International marketing research <p>Especially dealing with international marketing research, this unit introduces measurement, scaling and data collection issues.</p>	
<p>Learning objectives / competences:</p> <p>The aim of this course is to understand:</p> <ul style="list-style-type: none"> • the relevance of market research as a basis for deriving strategies in companies, • the fundamental aspects of data collection, analysis and interpretation, • as well as the communication of research results. 	

Further information: https://www.uni-bamberg.de/en/bwl-marketing/		
Admission requirements for this module: None		
Recommended prior knowledge: None	Special requirements for passing: None	
Frequency of the module: WS, annually	Recommended semester: -	Minimal duration of the module: 1 semester

Course	
Introduction to Marketing Intelligence Forms of teaching: Seminar Language: English Frequency of the module: WS, annually	
Literature: <ul style="list-style-type: none"> • Malhotra, N. K./Birks, D. F. (2012), Marketing Research: An Applied Approach, 4th ed., Harlow et al.: Pearson • Shiu, E./Hair, J./Bush, R./Ortinou, D. (2009), Marketing Research, Maidenhead: McGraw-Hill Education 	
Examination: Written examination (exam) / examination duration: 60 minutes Description: Exam, 60 minutes (thereof 50 % multiple choice questions) Language of examination: English	

Introduction to Marketing Intelligence – Exercise	
Introduction to Marketing Intelligence Forms of teaching: Exercise Language: English Frequency of the module	

VM-B-04: Global Marketing <i>Global Marketing</i>	6 ECTS / 180 h
(since WS21/22) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p>Content:</p> <p>Within this course, an introduction to global marketing is provided. Furthermore, strategies and special challenges in global marketing are the focus of this seminar.</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Marketing basics An introduction to the field of marketing, international marketing, motives and challenges of internationalization is provided. 2. The decision whether to internationalize Social and cultural considerations in global marketing, competitive analysis and strategy in global markets, global market selection process and global marketing research are part of this unit. 3. Market entry strategies Different market entry strategies, e.g. timing of entry and export modes, intermediary mode and hierarchical entry modes, are presented. 4. International Marketing Mix Marketing mix decisions are applied in global marketing context, as well as cross-cultural sales negotiations are introduced. 5. Implementation and coordination of the global marketing program This unit deals with the organization and controlling of global marketing operations. 	
<p>Learning objectives / competences:</p> <p>This seminar includes an introduction to global marketing as well as examining selected topics in group work. The aim is to be able to recognize and answer questions in the context of global marketing.</p>	
<p>Further information:</p> <p>https://www.uni-bamberg.de/en/bwl-marketing/</p> <p>The number of participants is limited. If any capacity restrictions occur, there will be a selection in accordance with the statutes of student admission to courses of bachelor and master studies with limited absorption capacity. After the registration period, a decision about the admission is made based on these statutes. Therefore, please note that the registration does not imply the admission to the course or the registration for the module examination.</p> <p>Previous title: Market-B-03: Global Marketing</p>	
<p>Admission requirements for this module:</p> <p>None</p>	

Recommended prior knowledge: VM-B-01: Sales and Marketing Management		Special requirements for passing: None
Frequency of the module: WS, annually	Recommended semester: -	Minimal duration of the module: 1 semester

Course	
Global Marketing Forms of teaching: Seminar Language: English Frequency of the module: WS, annually	3,00 SWS (SWS = hours / week per semester)
Literature: <ul style="list-style-type: none"> Hollensen, S.: Global Marketing: A decision-oriented approach, 2010. 	
Examination: Written examination (exam) / examination duration: 60 minutes Description: The exam is administered in form of an exam. As an alternative, students can take the examination in form of a presentation and an exam (two separate module examinations). The concrete type of examination will be announced in the beginning of the respective semester (first session of the course). If there is ONLY an exam provided, the percentage of this module grade is 100 %. Language of examination: English.	
Examination: Presentation / examination duration: 25 minutes Written examination (exam) / examination duration: 60 minutes Description: The exam is administered in form of a presentation AND an exam. As an alternative, students can take the examination only in form of an exam. The concrete type of examination will be announced in the beginning of the respective semester (first session of the course). In the second case applies: The sub-modules examination "presentation" and "exam" have each a percentage of 50 % of the overall module grade.	

VM-B-06: Strategic Brand Management <i>Strategic Brand Management</i>	6 ECTS / 180 h
(since WS 21/22) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
Content: <ol style="list-style-type: none"> 1. Brands and brand management 2. Customers and brands 3. Brand-related segmentation – targeting – positioning 4. Building and developing brand architecture 5. Communicating brands and their value propositions 6. Brand performance management 	
Learning objectives / competences: After following this lecture, students are able to: <ul style="list-style-type: none"> • explain the characteristics of brands as well as the steps in the brand management process • explain the particular challenges and objectives in brand management, • analyse the strategic decisions a company needs to make around its brands, • describe the communication tools used to connect brands with their target audiences, • discuss which key performance indicators may be used to monitor a brand's success 	
Further information: http://www.uni-bamberg.de/bwl-marketing/ <p>The number of participants is limited. If any capacity restrictions occur, there will be a selection in accordance with the statutes of student admission to courses of bachelor and master studies with limited absorption capacity. After the registration period, a decision about the admission is made based on these statutes. Therefore, please note that the registration does not imply the admission to the course or the registration for the module examination.</p> <p>This seminar will be offered for the first time in WS 2020/ 2021.</p>	
Admission requirements for this module: None	
Recommended prior knowledge: English	Special requirements for passing: None

Frequency of the module: WS, annually	Recommended semester: -	Minimal duration of the module: 1 Semester
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Course	
Brand Management Forms of teaching: Seminar Language: English Frequency of the module: WS, annually	3,00 SWS (SWS = hours / week per semester) 6 ECTS
Literature: <ul style="list-style-type: none"> • Keller, K.L., Apéria, T., Georgson, M. (2008), Strategic Brand Management, A European Perspective, Harlow: Pearson Education. • Keller, K.L. (2013), Strategic Brand Management, Building, Measuring, and Managing Brand Equity, Harlow: Pearson Education. 	
Examination: Alternative 1: Exam („written Exam“): 60 Minutes Alternative 2: Written seminar paper and Written examination (exam): As an alternative to “Presentation with portfolio”, students can take the examination in form of a written seminar paper and exam (two separate module examinations). The sub-modules examination “seminar paper” and “exam” have each a percentage of 50% of the overall module grade. In order to complete the course, both sub-modules have to be passed. Duration of the exam: 60 Minutes; The type of examination will be announced at the beginning of the respective semester (first session of the course).	