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**

Version of 02. November.2026

For **German version:** https://www.uni-bamberg.de/fileadmin/abt-studium/Modulhand-buecher/SoWi/BWL/Bachelor/MHB_BA_BWL_2015.pdf

Modules

VM-B-01: Sales and Marketing Management 1
VM-B-03: Introduction to Marketing Intelligence 3
VM-B-04: Global Marketing 5
VM-B-06: Strategic Brand Management 7

VM-B-01: Sales and Marketing Management *Sales and Marketing Management*	6 ECTS / 180 h
(since SS26) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
Content: 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. Topics: 1. Introduction to Sales and Marketing Management 2. Objectives in sales and marketing 3. Market orientation 4. Marketing Activities 5. 4P's – Product Management 6. 4P's – Price Management 7. 4P's – Distribution (Place) Management 8. 4P's – Communication (Promotion) Management 9. Marketing Intelligence	
Learning objectives / competences: The aim of the course is to - explain the significance of sales and marketing both for a company's value creation and value claiming processes, - 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.	
Further information: https://www.uni-bamberg.de/en/bwl-marketing/	
Admission requirements for this module: None	

Recommended prior knowledge:		Special requirements for passing:
None		None
Frequency of the module:	**Recommended semester:**	**Minimal duration of the module:**
SS, annually	-	1 semester

Course	
Sales and Marketing Management **Forms of teaching:** Seminar **Language:** English **Frequency of the module:** SS, annually	**2,00 SWS** **4 ECTS**
Literature: • Diller/Fürst/Ivens: Grundprinzipien des Marketing, 3. Aufl. 2011. • Diller, H. (Hrsg.): Vahlens Großes Marketing Lexikon, 2. Aufl. 2001.	
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** **2 ECTS**

VM-B-03: Introduction to Marketing Intelligence *Introduction to Marketing Intelligence*	6 ECTS / 180 h 45 h presence time 135 h self-study

(since SS26)

Module responsible: Prof. Dr. Björn Ivens

Further responsible persons: Research assistants

Content:

The course "Introduction to Marketing Intelligence" deals with marketing intelligence as a data and information basis for marketing and sales decisions.

Topics:

1. Fundamentals of marketing intelligence

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.

2. Determining the research problem

This chapter is divided in three parts: Identification of management's information needs, specification of research questions and confirmation of the value of information.

3. Selecting the research design

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.

4. Execution of the research design

The execution of the research design is presented in two steps: Collecting data and monitoring fieldwork.

5. Data preparation and analysis

First, a definition of data preparation is presented. Various descriptive and inductive data analysis techniques are then discussed and applied.

6. Report preparation and presentation

This unit focuses on the objectives and the format of the marketing research report.

7. International marketing research

With regard to international marketing research, this unit introduces measurement, scaling and data collection issues.

Learning objectives / competences:

The aim of this course is to understand:

- 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/ During the course, an additional exercise will be offered in both German and English.		
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	**3,00 SWS**
Contents: During the course, an additional exercise will be offered in both German and English.	
Literature: • Malhotra, N. K./Birks, D. F. (2012), Marketing Research: An Applied Approach, 4th ed., Har-low et al.: Pearson • Shiu, E./Hair, J./Bush, R./Ortinau, D. (2009), Marketing Research, Maidenhead: McGraw-Hill Education • Nunan, D., Birks, D.F. and Malhotra, N.K., 2020. Marketing Research: Applied Insight. 6th ed. Harlow: Pearson.	
Examination: Written examination (exam) / examination duration: 60 minutes **Description:** Exam, 60 minutes Language of examination: English.	

VM-B-04: Global Marketing *Global Marketing*	6 ECTS / 180 h
(since WS24/25) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
Content: This course provides an introduction to global marketing. Furthermore, strategies and specific challenges in global marketing are the focus of this seminar. Topics: 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.	
Learning objectives / competences: 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.	
Further information: https://www.uni-bamberg.de/en/bwl-marketing/ 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.	
Admission requirements for this module: None	

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**
Literature: • Hollensen, S.: Global Marketing: A decision-oriented approach, 2010.	
Examination: Presentation / examination duration: 25 minutes **Description:** The exam is administered in form of a presentation AND an exam. The module component exam “Presentation” accounts for 40% of the module grade. Further information: see above. Language of examination: English.	
Examination: Written examination (exam) / examination duration: 60 minutes **Description:** The exam is administered in form of a presentation AND an exam. The module component exam “written exam” accounts for 60% of the module grade. Language of examination: English.	

VM-B-06: Strategic Brand Management *Strategic Brand Management*	6 ECTS / 180 h 42 h presence time 138 h self-study
(since WS24/25) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	

Content:

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:
- 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/en/bwl-marketing/

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.

Admission requirements for this module:

None

Recommended prior knowledge:		**Special requirements for passing:**
English		None
Frequency of the module: WS, annually	**Recommended semester:** -	**Minimal duration of the module:** 1 Semester

Course	
Brand Management **Forms of teaching:** Seminar **Language:** English **Frequency of the module:** WS, annually	**3,00 SWS**
Literature: • 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: Exam („written Exam“): 60 Minutes	