

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 27. November. 2019

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

Restructuring of the teaching offer

Dear students,

Due to a restructuring of the course offerings, the courses "**Customer Management**" (Bachelor) and "**Brand Management**" (Master) will be offered for the last time in the winter semester 2019/20. For the last semester, you will have the opportunity to complete the exam (s) regularly. A repetition of the exam (s) in summer term 2020 is only possible if you took part in the exam in winter semester 2019/20 or if you were able to present a medical certificate (failure excluded!).

As of winter semester 2020/21, these courses will no longer be part of the teaching offer of our chair. Instead of "Customer Management", the subject "**Strategic Brand Management**" will be offered from winter semester 2020/21 onwards in the compulsory area of the optional subject "Sales and Marketing". The course contents are not identical to the current master module "Brand Management", which is canceled without substitution.

Yours sincerely,

Department of Sales and Marketing

Modules

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| VM-B-01: Sales and Marketing Management <i>Sales and Marketing Management</i> | 6 ECTS / 180 h |
| (since WS18/19) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants | |
| <p>Content:</p> <p>The course "Sales and Marketing Management" provides an overview about different analysis and action instruments. Furthermore, marketing is presented as a management area, especially being connected to controlling, human resource management, organization and IT.</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 and key challenges of sales and marketing. 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 Market and customer orientation are contextualized and furthermore, an approach on how to focus on customers is provided. In order to understand customers, customer modeling, process models and constructs of customer behavior are introduced. 4. Market and customer orientation II The second part of market and customer orientation focusses on competitor orientation and cross-organizational collaboration. 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 learn about the basics of marketing activities, strategic configuration options, intensity of market stimulation and marketing innovations. 8. Product management After an overview of the product mix, product management is introduced and linked to customer service and program management. | |

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| <p>9. Price management</p> <p>In order to gain a holistic overview of price management, the importance and definition of price and pricing are provided in this unit. Furthermore, levels and instruments of pricing are explained.</p> <p>10. Distribution management</p> <p>This unit deals with the selection of distribution channels, organization of the distribution structure and organization of sales within distribution.</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>Learning objectives / competences:</p> <p>The aim of the course is to understand:</p> <ul style="list-style-type: none"> • the significance of sales and marketing in the value creation and claiming process, • the interpretation of sales and marketing in modern management process, • the relationship between sales and marketing, knowledge of the essential strategic and operational tasks in sales and marketing, • the significance of market research, knowledge of the supporting areas of control, human resource management, IT and organization in sales and marketing. | | |
| <p>Further information:</p> <p>https://www.uni-bamberg.de/en/bwl-marketing/</p> <p>Previous title: Market-B-01: Marketing Management</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> |

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

Module VM-B-01

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

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| VM-B-03: Introduction to Marketing Intelligence <i>Introduction to Marketing Intelligence</i> | 6 ECTS / 180 h |
| (since WS18/19) 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 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 A definition of data preparation and data analysis procedures are presented. 6. Report preparation and presentation This unit puts a focus on the objectives and the format of the marketing research report. 7. International marketing research Especially dealing with international marketing research, this unit introduces measurement, scaling and data collection issues. | |
| <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. | |

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| Further information: https://www.uni-bamberg.de/en/bwl-marketing/ Previous title: MI-B-01: Introduction to Marketing Intelligence | | |
| 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 |

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| 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. | |

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

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| VM-B-04: Global Marketing <i>Global Marketing</i> | 6 ECTS / 180 h |
| (since WS18/19) 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> | |

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| 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 |

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| 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: | |
| <p>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).</p> <p>If there is ONLY an exam provided, the percentage of this module grade is 100 %.</p> <p>Language of examination: English.</p> | |
| Examination: | |
| Presentation / examination duration: 25 minutes | |
| Written examination (exam) / examination duration: 60 minutes | |
| Description: | |
| <p>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).</p> <p>In the second case applies: The sub-modules examination "presentation" and "exam" have each a percentage of 50 % of the overall module grade.</p> | |

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| VM-B-06: Strategic Brand Management <i>Strategic Brand Management</i> | 6 ECTS / 180 h |
| (since WS 2020/ 2021) 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. Strategic brand management: segmentation – targeting – positioning 4. Strategic brand management: brand architecture 5. Strategic brand management: brand controlling | |
| Learning objectives / competences: The aim of this course is: <ul style="list-style-type: none"> • knowledge of the particular challenges brand management, • understanding the role of brands in B2B and B2C markets, • understanding of the challenges of strategic brand management. | |
| Further information: http://www.uni-bamberg.de/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. This seminar will be offered for the first time in WS 2020/ 2021. | |
| Admission requirements for this module: None | |
| Recommended prior knowledge: English | Special requirements for passing: None |

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| 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). | |