

**University of Bamberg**

Faculty of Social Sciences, Economics, and Business Administration

Sales and Marketing Department

Prof. Dr. Björn Ivens



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# **Sales and Marketing Modules**

## **- English Version**

# **MASTER BUSINESS ADMINISTRATION**

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

**Version of 27. November.2019**

For **German version** <https://www.uni-bamberg.de/abt-studium/aufgaben/modulhandbuecher/sowi/modulhandbuecher-master-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 the summer term 2020 is only possible if you took part in the exam in the winter semester 2019/20 or if you were able to present a medical certificate (failure excluded!).

As of the 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 the 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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<b>VM-M-01: Price Management</b> <i>Price Management</i>	6 ECTS / 180 h
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p><b>Content:</b></p> <p>The course "Price Management" focusses on all processes, for which companies demand the equivalent for their offered products and services from their customers.</p> <p>Topics:</p> <ol style="list-style-type: none"> <li>1. Characteristics of price management  In this unit, an overview about price and value, price management and external influences on pricing decisions is provided.</li> <li>2. Customers' price behavior  Price behavior is explained from a classical economic and behavioral perspective. Moreover, behavioral pricing is presented by taking psychology into account.</li> <li>3. The pricing process - price analysis  Students learn about the pricing process (market analysis, customer analysis, cost analysis) and marginal analysis.</li> <li>4. The pricing process - price strategy formulation  This unit deals with objectives in pricing and strategic price concepts.</li> <li>5. The pricing process - price calculation  Different anchor points on how to calculate prices are presented (e.g. long-term vs. short-term pricing, assortment pricing, and price variation).</li> <li>6. Price implementation  Within this unit, internal and external price implementation is introduced. Moreover, students learn about countertrade, currency issues in international marketing and transfer pricing.</li> </ol>	
<p><b>Learning objectives / competences:</b></p> <p>The aim of this course is to gain:</p> <ul style="list-style-type: none"> <li>• knowledge of the meaning of price as a marketing instrument and in price management,</li> <li>• an understanding of the role of price in the process of purchase,</li> <li>• knowledge of the essential activities in the process of price management.</li> </ul>	
<p><b>Further information:</b></p> <p><a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a>  Previous title: Market-M-03: Price Management</p>	
<p><b>Admission requirements for this module:</b></p> <p>None</p>	

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

<b>Course</b>	
<b>Price Management</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> SS, annually	<b>3,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"> <li>• Monroe, K. (2003), Pricing – Making Profitable Pricing Decisions, 3rd edition, Boston: McGraw-Hill Irwin.</li> <li>• Diller, H. (2007), Preispolitik, 4. Aufl. Stuttgart: Kohlhammer.</li> </ul>	
<b>Examination:</b> Written examination (exam) / examination duration: 60 minutes <b>Description:</b> The exam includes 50 % “open questions” and 50 % “multiple choice questions”. Language of examination: English	

<b>VM-M-02: Business-to-Business Marketing &amp; Purchasing</b> <i>Business-to-Business Marketing &amp; Purchasing</i>	6 ECTS / 180 h
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p><b>Content:</b></p> <p>The course "Business-to-Business Marketing &amp; Purchasing" puts a focus on transactions between commercial actors.</p> <p>Topics:</p> <ol style="list-style-type: none"> <li>1. Value chains and networks</li> </ol> <p>This unit provides an overview about business markets, business types, business markets as networks and managing these networks.</p> <ol style="list-style-type: none"> <li>2. Purchasing and supplier management</li> </ol> <p>After an introduction of purchasing management, basic sourcing decisions, purchasing organizations and current challenges in purchasing are presented.</p> <ol style="list-style-type: none"> <li>3. Managing distribution on business markets</li> </ol> <p>Students learn about distribution channels, channel design and producer-retailer relationships. Moreover, the concepts "efficient consumer response" and "category management" are presented.</p> <ol style="list-style-type: none"> <li>4. Sales management on business markets</li> </ol> <p>Sales management is contextualized on business markets. Different types of sales, the personal selling process, sales force management, sales organization and key account management are subjects of this unit.</p> <ol style="list-style-type: none"> <li>5. The role of brands on business markets</li> </ol> <p>In this unit, brand management and brands between manufacturers and distributors are introduced. Moreover, a differentiation between retailer and private label brands is provided and brands in B2B relationships are presented.</p>	
<p><b>Learning objectives / competences:</b></p> <p>The aim of this course is to gain:</p> <ul style="list-style-type: none"> <li>• knowledge of the particular challenges of purchase and marketing in professional markets,</li> <li>• an understanding of business markets as value-chains and -networks, and as elements of the organizational procurement process,</li> <li>• an understanding of the challenges of B2B marketing.</li> </ul>	
<p><b>Further information:</b></p> <p><a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a>  Previous title: Market-M-04: Business-to-Business Marketing &amp; Purchasing</p>	
<p><b>Admission requirements for this module:</b></p> <p>None</p>	

<b>Recommended prior knowledge:</b> None		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> WS, annually	<b>Recommended semester:</b> -	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Business-to-Business Marketing &amp; Purchasing</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> WS, annually	<b>3,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"> <li>• Ford, D., Gadde, L., Hakansson, H., Snehota, I. (2006), The Business Marketing Course: Managing in Complex Networks, John Wiley &amp; Sons.</li> <li>• Leenders, M. R., Johnson, P. F., Flynn, A. E., Fearon, H. E. (2006), Purchasing &amp; Supply Management, 13th edition, Boston: McGraw-Hill Irwin.</li> </ul>	
<b>Examination:</b> Written examination (exam) / examination duration: 60 minutes <b>Description:</b> The exam includes 50 % “open questions” and 50 % “multiple choice questions”. Language of examination: English	

<b>VM-M-04: Research Seminar Business-to-Business</b>		6 ECTS / 180 h
<i>Research Seminar Business-to-Business</i>		
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Prof. Dr. Stephan C. Henneberg; Research assistants		
<b>Content:</b> In the course "Research Seminar Business-to-Business", students deepen their knowledge about scientific research. They deal with research and publication processes and learn to work with academic literature. Selected articles among the field of business-to-business marketing are presented by students and further analyzed along with the seminar leader.		
<b>Learning objectives / competences:</b> The seminar serves as a research seminar, in which basic elements of the research and publication process are imparted. Students are empowered to: <ul style="list-style-type: none"> <li>• read and understand scientific publications;</li> <li>• understand the structure and the way of working out scientific publications;</li> <li>• understand the quality requirements of scientific publications;</li> <li>• understand the process of quality control of scientific papers which arise out of review procedures prior to their publication;</li> <li>• understand the requirements that arise from the review and publication process to understand upstream scientific research;</li> <li>• know important journals of business-to-business marketing and to be able to classify them in research landscape;</li> <li>• identify and analyze articles from the field of business-to-business research and include them in research landscape.</li> </ul>		
<b>Further information:</b> <a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a> 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.		
<b>Admission requirements for this module:</b> None		
<b>Recommended prior knowledge:</b> None		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> SS, annually	<b>Recommended semester:</b> -	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Research Seminar Business-to-Business</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> SS, annually	<b>2,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"> <li>Articles from scientific journals</li> <li>Relevant list of literature is announced in the seminar</li> </ul>	
<b>Examination:</b> Presentation with portfolio <b>Description:</b> The topic will be presented within the framework of the lecture and formulated as a portfolio. As an alternative, students can take the examination in form of a presentation with a seminar paper. The concrete type of examination as well as the processing period of the portfolio and duration of the presentation will be announced in the first session of the course. Examination language: English	
<b>Examination:</b> Presentation with written seminar paper <b>Description:</b> The topic will be presented within the framework of the lecture and formulated as a seminar paper. As an alternative, students can take the examination in form of a presentation with a portfolio. The concrete type of examination as well as the processing period of the seminar paper and duration of the presentation will be announced in the first session of the course. Examination language: English	

<b>VM-M-09: Intercultural Challenges in Customer and Account Management</b> <i>Intercultural Challenges in Customer and Account Management</i>	6 ECTS / 180 h
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Ilaria Carrara Cagni	
<p><b>Content:</b></p> <p>Content of the seminar are challenges of intercultural communication. The theoretical learning content provided during the course will be deepened by case studies from international companies in sales and furthermore, in order to expand on cultural sensitization, simulation games are conducted.</p> <p>The seminar content originates from the following areas:</p> <ul style="list-style-type: none"> <li>• concept of culture, typologies of culture, different culture conceptualizations;</li> <li>• challenges of intercultural communication, esp. within the scope of business situations with clients;</li> <li>• intercultural competence, based on different models of intercultural communication (e.g. Iceberg, culture standards, situation-individual-culture, dimensions of culture, model of intercultural sensitivity);</li> <li>• culture shock handling on a client business trip or longer stays abroad (expatriates).</li> </ul>	
<p><b>Learning objectives / competences:</b></p> <p>Students are enabled to identify problem areas of cultural nature in cross border business activities, especially in intercultural "sales" situations.</p> <ul style="list-style-type: none"> <li>• Students are able to develop behavior and communication strategies for "intercultural critical incidents".</li> <li>• Students are able to develop their intercultural competency: They are especially qualified to train their empathic capacity, their subtle perception, their ethnorelativistic communication and to improve their cultural awareness.</li> <li>• Students are able to prepare concepts of intercultural collaboration with clients from different cultural areas.</li> <li>• Students deepen their knowledge of partly known communication models (e.g. Iceberg Model, Dimensions of Culture, Culture Standards, and so on) and learn about their practical application in international sales situations.</li> </ul>	
<p><b>Further information:</b></p> <p><a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a></p> <p>The course is held as a block event.</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>	

<b>Admission requirements for this module:</b> None		
<b>Recommended prior knowledge:</b> <ul style="list-style-type: none"> <li>• Basic understanding of general management and innovation management topics.</li> <li>• Good command of English language.</li> </ul>		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> WS, SS	<b>Recommended semester:</b> -	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Intercultural Challenges in Customer and Account Management</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> WS, SS	<b>3,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"> <li>• Milton J. Bennett – Basic Concepts of Intercultural Communication</li> <li>• Fons Trompenaars – Riding the Waves of Culture</li> </ul>	
<b>Examination:</b> Written examination (exam) / examination duration: 90 minutes <b>Description:</b> Language of examination: English	