

**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**

# **BACHELOR BUSINESS ADMINISTRATION**

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

For **German version** <https://www.uni-bamberg.de/sowi/pa/bwlibwlfawipaed/betriebswirtschaftslehre/bachelor-ab-ws1516/>

## Modules

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| <b>VM-B-01: Sales and Marketing Management</b><br><i>Sales and Marketing Management</i>  | 6 ECTS / 180 h |
| Module responsible: Prof. Dr. Björn Ivens<br>Further responsible persons: Research assistants  |                |
| <p><b>Content:</b></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"> <li>1. Sales and marketing as managerial challenges<br/>         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.</li> <li>2. Objectives in sales and marketing<br/>         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.</li> <li>3. Market and customer orientation I<br/>         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.</li> <li>4. Market and customer orientation II<br/>         The second part of market and customer orientation focusses on competitor orientation and cross-organizational collaboration.</li> <li>5. Marketing intelligence I<br/>         An introduction to market research is provided. Furthermore, methods of data collection and methods of analysis are presented.</li> <li>6. Marketing intelligence II<br/>         The second part of marketing intelligence deals with marketing planning, forecasting and budget planning.</li> <li>7. Marketing activities<br/>         In this unit, students learn about the basics of marketing activities, strategic configuration options, intensity of market stimulation and marketing innovations.</li> <li>8. Product management<br/>         After an overview of the product mix, product management is introduced and linked to customer service and program management.</li> </ol> |                |

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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><b>Learning objectives / competences:</b></p> <p>The aim of the course is to understand:</p> <ul style="list-style-type: none"> <li>• the significance of sales and marketing in the value creation and claiming process,</li> <li>• the interpretation of sales and marketing in modern management process,</li> <li>• the relationship between sales and marketing, knowledge of the essential strategic and operational tasks in sales and marketing,</li> <li>• the significance of market research, knowledge of the supporting areas of control, human resource management, IT and organization in sales and 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></p> <p>Previous title: Market-B-01: Marketing Management</p>  |  |   |
| <p><b>Admission requirements for this module:</b></p> <p>None</p>   |  |   |
| <p><b>Recommended prior knowledge:</b></p> <p>None</p>  |  | <p><b>Special requirements for passing:</b></p> <p>None</p>     |
| <p><b>Frequency of the module:</b></p> <p>SS, annually</p>  | <p><b>Recommended semester:</b></p> <p>-</p> | <p><b>Minimal duration of the module:</b></p> <p>1 semester</p> |

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| <b>Course</b>   |  |
| <p><b>Sales and Marketing Management - Lecture</b></p> <p><b>Forms of teaching:</b> Seminar</p> <p><b>Language:</b> English</p> <p><b>Frequency of the module:</b> SS, annually</p>   | <p><b>2,00 SWS</b></p> <p>(SWS = hours / week per semester)</p> <p><b>4 ECTS</b></p> |
| <p><b>Literature:</b></p> <ul style="list-style-type: none"> <li>• Diller/Fürst/Ivens: Grundprinzipien des Marketing, 3. Aufl. 2011.</li> <li>• Diller, H. (Hrsg.): Vahlens Großes Marketing Lexikon, 2. Aufl. 2001.</li> <li>• Diller, H. (2007), Preispolitik, 4. Aufl., Stuttgart : Kohlhammer.</li> </ul> |  |

**Examination:**

Written examination (exam) / examination duration: 60 minutes

**Description:**

The exam includes 50% "open questions" and 50% "multiple choice questions".

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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| <b>VM-B-02: Customer Management</b><br><i>Customer Management</i>   | 6 ECTS / 180 h |
| Module responsible: Prof. Dr. Björn Ivens<br>Further responsible persons: Research assistants   |                |
| <p><b>Content:</b></p> <p>The course "Customer Management" discusses the processes, application areas and challenges of customer management.</p> <p>Topics:</p> <ol style="list-style-type: none"> <li>1. Scope and challenges of customer management<br/> In this unit, customers are presented as a focal element of marketing. Furthermore, relationship marketing and CRM as the IT component of relationship marketing are introduced.</li> <li>2. Fundamental concepts of customer management<br/> Fundamental elements of customer behavior are presented in a first step. Moreover, the unit deals with characteristics of relationships, satisfaction and loyalty and customer lifetime value.</li> <li>3. Customer analysis<br/> This unit deals with the segmentation, targeting and positioning of customers. Furthermore, prospect identification and prospect analysis are presented.</li> <li>4. Transaction initiation<br/> After an introduction of preparing and handling of contacts with prospects, the ensuring of transactions and strategic questions in initiating are discussed as further topics.</li> <li>5. Relationship Management<br/> In this unit, the topics transaction management, building and exploiting customer loyalty, complaint management, customer defection management and relationship termination are discussed.</li> <li>6. Support functions of customer management<br/> As support functions, the organizational aspects IT support and controlling of customer management are introduced.</li> </ol> |                |
| <p><b>Learning objectives / competences:</b></p> <p>The course provides an overview of the application areas and challenges of customer management. Management tasks and process steps are particularly addressed. In addition, the role of organization, IT support and controlling in the context of process management will be discussed.</p>  |                |
| <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><br/> Previous title: Market-B-02: Customer Management</p>   |                |
| <p><b>Admission requirements for this module:</b></p> <p>None</p>   |                |

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

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| <b>Course</b>   |  |
| <b>Customer Management</b><br><b>Forms of teaching:</b> Seminar<br><b>Language:</b> English<br><b>Frequency of the module:</b> WS, annually   | <b>3,00 SWS</b><br>(SWS = hours / week per semester) |
| <b>Literature:</b> <ul style="list-style-type: none"> <li>• Diller, H./Haas, A./Ivens, B.: Verkauf und Kundenmanagement, Stuttgart 2005.</li> <li>• Payne, A./Frow, P.: Strategic Customer Management, Cambridge 2013.</li> </ul> |  |
| <b>Examination:</b><br>Written examination (exam) / examination duration: 60 minutes<br><b>Description:</b><br>The exam includes 50% "open questions" and 50% "multiple choice questions".<br>Language of examination: English    |  |

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| <b>VM-B-03: Introduction to Marketing Intelligence</b><br><i>Introduction to Marketing Intelligence</i>  | 6 ECTS / 180 h |
| Module responsible: Prof. Dr. Björn Ivens<br>Further responsible persons: Prof. Dr. Alexander Leischnig; Research assistants   |                |
| <p><b>Content:</b></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"> <li>1. Fundamentals of marketing intelligence<br/>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.</li> <li>2. Determining the research problem<br/>This chapter is divided in three parts: Identification of management's information needs, specification of research questions and confirmation of the value of information.</li> <li>3. Selecting the research design<br/>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.</li> <li>4. Execution of the research design<br/>The execution of the research design is presented in two steps: Collecting data and monitoring fieldwork.</li> <li>5. Data preparation and analysis<br/>A definition of data preparation and data analysis procedures are presented.</li> <li>6. Report preparation and presentation<br/>This unit puts a focus on the objectives and the format of the marketing research report.</li> <li>7. International marketing research<br/>Especially dealing with international marketing research, this unit introduces measurement, scaling and data collection issues.</li> </ol> |                |
| <p><b>Learning objectives / competences:</b></p> <p>The aim of this course is to understand:</p> <ul style="list-style-type: none"> <li>• the relevance of market research as a basis for deriving strategies in companies,</li> <li>• the fundamental aspects of data collection, analysis and interpretation,</li> <li>• as well as the communication of research results.</li> </ul>  |                |



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| <b>Further information:</b><br><a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a><br>Previous title: MI-B-01: Introduction to Marketing Intelligence |                                   |  |
| <b>Admission requirements for this module:</b><br>None  |                                   |  |
| <b>Recommended prior knowledge:</b><br>None   |                                   | <b>Special requirements for passing:</b><br>None     |
| <b>Frequency of the module:</b><br>WS, annually   | <b>Recommended semester:</b><br>- | <b>Minimal duration of the module:</b><br>1 semester |

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| <b>Course</b>  |   |
| <b>Introduction to Marketing Intelligence - Lecture</b><br><b>Forms of teaching:</b> Seminar<br><b>Language:</b> English<br><b>Frequency of the module:</b> WS, annually   | <b>2,00 SWS</b><br>(SWS = hours / week per semester)<br><b>4 ECTS</b> |
| <b>Literature:</b> <ul style="list-style-type: none"> <li>Malhotra, N. K./Birks, D. F. (2012), Marketing Research: An Applied Approach, 4th ed., Harlow et al.: Pearson</li> <li>Shiu, E./Hair, J./Bush, R./Ortinou, D. (2009), Marketing Research, Maidenhead: McGraw-Hill Education</li> </ul> |   |
| <b>Examination:</b><br>Written examination (exam) / examination duration: 60 minutes<br><b>Description:</b><br>The exam includes 50% "open questions" and 50%"multiple choice questions".<br>Language of examination: English.   |   |

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| <b>Introduction to Marketing Intelligence – Exercise</b>  |   |
| <b>Introduction to Marketing Intelligence</b><br><b>Forms of teaching:</b> Exercise<br><b>Language:</b> English<br><b>Frequency of the module:</b> WS, SS | <b>1,00 SWS</b><br>(SWS = hours / week per semester)<br><b>2 ECTS</b> |

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| <b>VM-B-04: Global Marketing</b><br><i>Global Marketing</i>   | 6 ECTS / 180 h |
| Module responsible: Prof. Dr. Björn Ivens<br>Further responsible persons: Research assistants   |                |
| <p><b>Content:</b></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"> <li>1. Marketing basics<br/>An introduction to the field of marketing, international marketing, motives and challenges of internationalization is provided.</li> <li>2. The decision whether to internationalize<br/>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.</li> <li>3. Market entry strategies<br/>Different market entry strategies, e.g. timing of entry and export modes, intermediary mode and hierarchical entry modes, are presented.</li> <li>4. International Marketing Mix<br/>Marketing mix decisions are applied in global marketing context, as well as cross-cultural sales negotiations are introduced.</li> <li>5. Implementation and coordination of the global marketing program<br/>This unit deals with the organization and controlling of global marketing operations.</li> </ol> |                |
| <p><b>Learning objectives / competences:</b></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><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 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><b>Admission requirements for this module:</b></p> <p>None</p>   |                |

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

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| <b>Course</b>   |  |
| <b>Global Marketing</b><br><b>Forms of teaching:</b> Seminar<br><b>Language:</b> English<br><b>Frequency of the module:</b> WS, annually  | <b>3,00 SWS</b><br>(SWS = hours / week per semester) |
| <b>Literature:</b><br><ul style="list-style-type: none"> <li>Hollensen, S.: Global Marketing: A decision-oriented approach, 2010.</li> </ul>  |  |
| <b>Examination:</b><br>Written examination (exam) / examination duration: 60 minutes  |  |
| <b>Description:</b><br>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 type of examination will be announced in the beginning of the respective semester (first session of the course).<br>If there is ONLY an exam provided, the percentage of this module grade is 100%.<br>Language of examination: English.   |  |
| <b>Examination:</b><br>Presentation / examination duration: 25 minutes<br>Written examination (exam) / examination duration: 60 minutes   |  |
| <b>Description:</b><br>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 type of examination will be announced in the beginning of the respective semester (first session of the course).<br>If the examination includes presentation and written exam: The sub-modules examination "presentation" 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. |  |