

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

MASTER BUSINESS ADMINISTRATION

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

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

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VM-M-01: Price Management <i>Price Management</i>	6 ECTS / 180 h
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p>Content:</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"> 1. Characteristics of price management In this unit, an overview about price and value, price management and external influences on pricing decisions is provided. 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. 3. The pricing process - price analysis Students learn about the pricing process (market analysis, customer analysis, cost analysis) and marginal analysis. 4. The pricing process - price strategy formulation This unit deals with objectives in pricing and strategic price concepts. 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). 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. 	
<p>Learning objectives / competences:</p> <p>The aim of this course is to gain:</p> <ul style="list-style-type: none"> • knowledge of the meaning of price as a marketing instrument and in price management, • an understanding of the role of price in the process of purchase, • knowledge of the essential activities in the process of price management. 	
<p>Further information:</p> <p>https://www.uni-bamberg.de/en/bwl-marketing/ Previous title: Market-M-03: Price Management</p>	
<p>Admission requirements for this module:</p> <p>None</p>	

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

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

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

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	
Business-to-Business Marketing & Purchasing 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"> • Ford, D., Gadde, L., Hakansson, H., Snehota, I. (2006), The Business Marketing Course: Managing in Complex Networks, John Wiley & Sons. • Leenders, M. R., Johnson, P. F., Flynn, A. E., Fearon, H. E. (2006), Purchasing & Supply Management, 13th edition, Boston: McGraw-Hill Irwin. 	
Examination: Written examination (exam) / examination duration: 60 minutes	
Description: The exam includes 50% "open questions" and 50% "multiple choice questions". Language of examination: English	

VM-M-04: Research Seminar Business-to-Business		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		
Content:		
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.		
Learning objectives / competences:		
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"> • read and understand scientific publications; • understand the structure and the way of working out scientific publications; • understand the quality requirements of scientific publications; • understand the process of quality control of scientific papers which arise out of review procedures prior to their publication; • understand the requirements that arise from the review and publication process to understand upstream scientific research; • know important journals of business-to-business marketing and to be able to classify them in research landscape; • identify and analyze articles from the field of business-to-business research and include them in research landscape. 		
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:		Special requirements for passing:
None		None
Frequency of the module:	Recommended semester:	Minimal duration of the module:
SS, annually	-	1 semester

Course	
Research Seminar Business-to-Business Forms of teaching: Seminar Language: English Frequency of the module: SS, annually	2,00 SWS (SWS = hours / week per semester)
Literature: <ul style="list-style-type: none"> Articles from scientific journals Relevant list of literature is announced in the seminar 	
Examination: Presentation with portfolio Description: 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 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	
Examination: Presentation with written seminar paper Description: 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 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	

VM-M-08: Brand Management <i>Brand Management</i>	6 ECTS / 180 h
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p>Content:</p> <p>The course "Brand Management" deals with important characteristics of brand management, as brands are intangible company resources of high value for many companies.</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. General information on brands and brand management <p>The first unit provides an overview about the role of brands in marketing strategies. Furthermore, different elements of brands are presented.</p> <ol style="list-style-type: none"> 2. Brand portfolio <p>Students get familiar with different brand portfolio architectures and learn how to maximize brand equity across all the different brands and products a company might sell.</p> <ol style="list-style-type: none"> 3. Brand positioning <p>This unit deals with the challenge companies face when designing and implementing brand marketing programs.</p> <ol style="list-style-type: none"> 4. Brand communication <p>Different aspects of brand communication strategies are discussed. Further, the brand resonance model is introduced, which aims to support the development of profitable marketing strategies and create long-term customer loyalty.</p>	
<p>Learning objectives / competences:</p> <p>The course participants gain knowledge about the importance of brands for companies, clients as well as for further market actors. They get familiar with current brand management research and learn to apply the concepts (e.g. brand licensing, brand co-creation). Furthermore, the students are able to analyze aspects such as brand strategy and brand architecture of companies.</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-M-02: Brand Management</p>	
<p>Admission requirements for this module:</p> <p>None</p>	

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	
Brand Management 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"> • 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: Presentation with portfolio Description: Duration of the presentation: 15-20 minutes. Processing period of the portfolio: 12 weeks. The topic will be presented within the framework of the course and formulated as a portfolio. As an alternative, students can take the examination in form of a seminar paper and exam (two separate module examinations). The type of examination will be announced at the beginning of the respective semester (first session of the course).	
Examination: Written seminar paper / processing period: 12 weeks Written examination (exam) / examination duration: 60 minutes Description: 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. The type of examination will be announced at the beginning of the respective semester (first session of the course).	

VM-M-09: Intercultural Challenges in Customer and Account Management <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>Content:</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"> • concept of culture, typologies of culture, different culture conceptualizations; • challenges of intercultural communication, esp. within the scope of business situations with clients; • intercultural competence, based on different models of intercultural communication (e.g. Iceberg, culture standards, situation-individual-culture, dimensions of culture, model of intercultural sensitivity); • culture shock handling on a client business trip or longer stays abroad (expatriates). 	
<p>Learning objectives / competences:</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"> • Students are able to develop behavior and communication strategies for "intercultural critical incidents". • Students are able to develop their intercultural competency: They are especially qualified to train their empathic capacity, their subtle perception, their ethno relativistic communication and to improve their cultural awareness. • Students are able to prepare concepts of intercultural collaboration with clients from different cultural areas. • 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. 	
<p>Further information:</p> <p>https://www.uni-bamberg.de/en/bwl-marketing/</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>	

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

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