Department 05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology

Course title Marketing

Hours per week (SWS) 2

Number of ECTS credits 4

Course objective Development of an understanding of marketing and product management in a B2B environment. The target is to know and to apply the marketing mix and to learn how to organize marketing projects.

Prerequisites Basic knowledge on marketing mix

Recommended reading Marketing Management - Analysis, Planning, Implementation and Control, Philip Kotler, Prentice Hall

Teaching methods Lectures, case studies, presentations

Assessment methods Written exam

Language of instruction English

Name of lecturer Prof. Dr. Sabine Wölflick

Email

Link www.pm.hm.edu

Course content Writing a complete marketing plan
  • Target setting (quantitative und qualitative targets, time frame etc.)
  • SWOT Analyses of the products, customer bevaviour
  • Distribution channels
  • Market research to potential competitors
  • Market segmentation (focus on product properties, customers, distribution)
  • Budgeting costs
  • Planing of a market introduction campaign of a special product
    o target group oriented print advertisment
    o Internet
    o Event Management
    o exhibitions
    o customer binding programs
  • Controlling mechanism, sucess analyses

Remarks -