Department: 09 Engineering and Management

Course title: Marketing

Hours per week (SWS): 3

Number of ECTS credits: 4

Course objective: By the end of the course students will:
- Know the basics of marketing for industrial goods and durable consumer goods respectively.
- Know the requirements of and procedures in the segmentation and positioning of products.
- Be aware of the integrated product lifecycle.
- Be able to analyse and understand strategic interrelations and the background to marketing decisions.
- Be able to transfer their knowledge to current case studies and project work respectively.

As an outcome of the market simulation game, students will have gained experience of how to create a product that meets customers’ needs, select sales channels, set the price and use advertising to increase demand. They will also have identified how decisions in marketing influence the success of a company. Students will also have gained experience of working in international, intercultural and interdisciplinary teams.

Prerequisites: Engineering and Business Administration background assumed. Priority to exchange students that are enrolled at the department of Engineering and Management!

Recommended reading:
- Davidow, W.H.: Marketing High Technology
- Kotler, P.: Marketing Management
- Course documents on Moodle

Teaching methods: Lecture with group work and integrated simulation game

Assessment methods:
- Quarterly report on activities in the simulation game
- Presentation
- International students will also have to hand in a learning diary

Language of instruction: English

Name of lecturer: Prof. Dr. M. Gabrysch; Sascha Jilko

Link:
- https://Moodle.hm.edu/course/view.php?id=1599

Course content:
Basics of marketing, complete products, segmentation and positioning, courses of action in market analyses, integrated product lifecycles, the technology mix of a product, the first/follower problem, a marketing simulation game.

The marketplace simulation game is an integral part of the course. The lecturer will set up international teams of up to 5 students. Students have to set up a business and run their company by making marketing decisions. Up to 5 teams will compete against each other. The simulation is run over 6 quarters. After the 6th quarter students have to give a presentation about their business and their learning outcomes.

Remarks:
Attendance on lectures is compulsory. If students attend less than 90% of classes, no grade and ECTS points will be awarded.
Students will get a licence for the Marketplace Live Simulation game during the first lecture of the course. Licences are free for students.