Module Description *Marketing and Sales, Automobiles*

**Department** 09 Engineering and Management

**Course title** *Marketing and Sales, Automobiles*

**Hours per week (SWS)** 4  
**Number of ECTS credits** 5

**Course objective:** By the end of the course students will:

- be able to apply their knowledge on marketing basics for the automotive industry to evaluate and assess specific situations  
- have an understanding of the automotive market drivers  
- understand the concept and processes for automotive-specific market research  
- understand the requirements of and procedures in the segmentation and positioning of cars  
- have an understanding of the automotive market specific marketing P’s (Product, Price, Place and Promotion) and their intercorrelations  
- be able to evaluate the concepts and processes in brand management in the automotive industry  
- be aware of the integrated product lifecycle in the automotive industry and its implications on marketing  
- be aware of innovations and trends in the automotive industry and assess their implications for marketing  
- understand and assess new marketing developments (e.g. omni-channel management, digital products, real time data etc.)  
- be able to transfer their knowledge to current case studies and project work from the automotive sector

As an outcome of the project work, students will have analysed an automotive-related marketing topic. They will have assessed the market situation and the market positioning of a provider of vehicles, parts or services and will have developed a future oriented marketing strategy. In addition, each week a group of students will compile a weekly press review of current automotive marketing news.

**Prerequisites** Engineering and Business Administration background as well as interest in the automotive industry assumed. Participation in the entry marketing course (Marketing and Sales, Basics) is required except for international students. Priority to exchange students that are enrolled at the department of Engineering and Management!

**Recommended reading**  
Diez, W.: Automobil-Marketing  
Kotler, P.: Marketing Management  
Course documents on Moodle
Teaching methods   Lecture with group work and group project work

Assessment methods   - Final presentation of project work  
                      - Grading of weekly press review

Language of instruction   English

Name of lecturer       Prof. Dr.-Ing. Jörg Elias and Timo Nührich
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Course content   Introduction and automotive market overview
                 Market segmentation & market research
                 Marketing mix: Product, price, communication and distribution and
                 new digital marketing tools
                 Brand Management
                 Megatrends: New propulsion, driverless cars, shared economy