Module Description Marketing and Sales, Basics

Department 09 Engineering and Management, focus Automotive

Course title Marketing and Sales, Basics

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 consumer goods with emphasis on automotive products and service offerings
- Understand the need for market research
- Know the requirements of and procedures in the segmentation and positioning of companies and products
- Be aware of the integrated product lifecycle
- Be able to apply their new marketing knowledge in a simulation game or project work. As an outcome, students will have gained experience how to create a product that meets customers’ needs, select sales channels, set the price and use advertising to increase demand. They will have gained insights how marketing influences the success of a company. Students will also have gained experience in teamwork

Prerequisites Engineering and Business Administration background as well as interest in the automotive industry assumed. Priority to exchange students who are enrolled at the department of Engineering and Management!

Recommended reading Marketing Management, 2016, 15th edition, Kotler, Philip; Keller, Kevin Lane  
Marketing High Technology, 2012, Davidow, William  
Further reading will be announced at the beginning of the semester

Teaching methods Seminar, practical exercises, project work

Assessment methods Simulation game or project work, incl. presentation

Language of instruction English

Name of lecturer Prof. Dr.-Ing. Jörg Elias
Email joerg.elias@hm.edu
Link (check – update for WS17/18)

Course content Marketing basic definitions  
Segmentation and positioning  
Market research  
Key marketing concepts, e.g. 4 P’s (product, price, place, promotion)  
Key marketing trends, e.g. digital marketing
Remarks Attendance of lectures is for the simulation game/ project work compulsory.