<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th><strong>Marketing and Sales</strong></th>
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<tbody>
<tr>
<td><strong>Code</strong></td>
<td>CCBA090008</td>
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<tr>
<td><strong>Hours per week (SWS)</strong></td>
<td>3</td>
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<tr>
<td><strong>Number of ECTS credits</strong></td>
<td>4</td>
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| **Course objectives** | By the end of the course students will:  
1. Know the basics of marketing for industrial goods and durable consumer goods respectively.  
2. Know the requirements of and procedures in the segmentation and positioning of products.  
3. Be aware of the integrated product lifecycle.  
4. Be able to analyse and understand strategic interrelations and the background to marketing decisions.  
5. Be able to transfer their knowledge to current case studies and project work respectively.  
6. Have experienced working in international, intercultural and interdisciplinary teams. |
| **Prerequisites** | Registration on Moodle with mandatory image  
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** | Lectures with group work |
| **Assessment method(s)** | Coursework  
Presentation  
International students will also need to hand in a learning diary |
| **Language of instruction** | English |
| **Language of simulation** | English |
| **Course teacher(s)** | Prof. Dr. Wolfgang Döhl |
| **Email** | wolfgang.doehl@hm.edu |
| **Link** | http://www.wi.hm.edu/dozenten/doehl/index.de.html |
| **Course content** | Basics of marketing, segmentation and positioning, courses of action in market analyses, integrated product life cycles, the technology mix of a product, the first/follower problem. |
| **Available in** | winter semester only |