Module Description Marketing and Sales (Automotive)

Department 09 Engineering and Management

Course title Marketing 1 Automotive (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 durable consumer goods with an emphasis on the automotive product and service offering.
- 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 from the automotive sector.

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 as well as interest in the automotive industry 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.-Ing. Jörg Elias
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Link https://Moodle.hm.edu/course/view.php?id=8051
Course content  Basics of marketing, complete products, segmentation and positioning in different markets with specific examples from the automotive industry, 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.