

Information Session

Marketing & Sales in the MMM Program



Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 The Institute for Market-Oriented Management (IMU)
- 3 Why Study Marketing & Sales?
- 4 Our Concept of Marketing & Sales Education
- 5 Lectures
- 6 Seminar and Master’s Thesis in Marketing & Sales
- 7 Additional Information

The Area Marketing & Sales



Chair of Business-to-Business Marketing, Sales & Pricing

Prof. Dr. Dr. h.c. mult. Christian Homburg

For more information, please visit the [Website](#), [LinkedIn](#), or [Facebook](#)

▪ Areas of Expertise:

Market Oriented Business Management,
Pricing, Customer Relationship Management,
and Sales Management

- Director of the Institute for Market-Oriented Management (IMU)

MMM Modules:

- MKT 510 Price and Product Management
- MKT 615 Sales Management
- MKT 661 Consumer Behavior
- MKT 710 Research Seminar

The Area Marketing & Sales



Chair of Marketing & Innovation

Prof. Dr. Sabine Kuester

For more information, please visit the [Website](#), [LinkedIn](#), or [Facebook](#)

Areas of Expertise:

- Marketing Management, Digital Marketing, Marketing of Innovations, Marketing Strategy, and International Marketing
- Director of the Institute for Market-Oriented Management (IMU)

MMM Modules:

- MKT 570 Marketing of Innovations
- MKT 575 Marketing Strategy for Innovation & Sustainability
- MKT 580 Digital Marketing Strategy
- MKT 622 Country Manager
- MKT 623 Strategic Marketing Management Simulation
- MKT 730 Research Seminar

The Area Marketing & Sales



Chair of Sales & Services Marketing

Prof. Dr. Florian Kraus

For more information, please visit the [Website](#), [LinkedIn](#), [Facebook](#), or [Instagram](#)

▪ Areas of Expertise:

Sales Management, Services Marketing, Personal Selling, Direct Sales, Negotiations, Marketing & Finance, and Marketing & Cryptocurrencies

- Academic Director of the MBA Programs at Mannheim Business School (full-time and part-time MBA)

MMM Modules:

- MKT 520 Market Research
- MKT 561 Service Business Model Innovations
- MKT 612 Business-to-Business Marketing
- MKT 616 Grundlagen der Verhandlungsführung
- MKT 617 Angewandte Verhandlungsführung
- MKT 740 Research Seminar

The Area Marketing & Sales



Chair of Quantitative Marketing & Consumer Analytics

Prof. Dr. Florian Stahl

For more information, please visit the [Website](#), [LinkedIn](#), or [Twitter](#)

▪ Areas of Expertise:

Marketing Analytics, Data Science, Machine Learning in Marketing, Social Media Marketing, Branding, Consumer Behavior, Blockchain

- Academic Director of the Mannheim Master in Management Analytics at Mannheim Business School (full-time and part-time MMA)

MMM Modules:

- MKT 511 Marketing Analytics
- MKT 531 Marketing Theory
- MKT 545 Customers, Markets & Firm Strategy
- MKT 614 Marketing Communications
- MKT 663 Branding and Brand Management
- MKT 664 Brand Strategy Seminar
- MKT 720 Research Seminar

The Area Marketing & Sales



Chair of Digital Marketing and Marketing Transformation

Prof. Dr. Arnd Vomberg

For more information, please visit the [Website](#)

- **Areas of Expertise:**

Omnichannel Strategies, Online Pricing, Marketing Automation, Agile Transformation, Marketing Technology, and Marketing's Impact on Employees

- Contact Person for the Lecture CC 503 Empirical Methods

- **MMM Modules:**

- CC 503 Empirical Methods: Business Analytics
- MKT 750 Research Seminar

Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 **The Institute for Market-Oriented Management (IMU)**
- 3 Why Study Marketing & Sales?
- 4 Our Concept of Marketing & Sales Education
- 5 Lectures
- 6 Seminar and Master’s Thesis in Marketing & Sales
- 7 Additional Information

Institute for Market-Oriented Management



IMU Corporate Partners



Institute for Market-Oriented Management

Your Benefits

Guest Lectures



IMU Spring Conference



Workshops & Events



Job Postings

BASF

Intern Digitalization und Ecosystems (m/f/x)

McCain GmbH

Intern or Working Student (Trade)Marketing (m/f/x), from now

Reckitt Benckiser

Junior CMI (Market Research) Analyst (m/f/x), from now

STOCARD

Junior Performance Marketing Manager (m/f) (Mobile), from now

Senior Manager Global B2B Marketing (m/f), from now

Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 The Institute for Market-Oriented Management (IMU)
- 3 Why Study Marketing & Sales?**
- 4 Our Concept of Marketing & Sales Education
- 5 Lectures
- 6 Seminar and Master’s Thesis in Marketing & Sales
- 7 Additional Information

Marketing & Sales – An Overview

Marketing & Sales is...

- A central **business administration function**
- A **key management philosophy** guiding corporate decisions
- Of high relevance for **company success** and increasingly important in **business practice**

Company External

Development and implementation of **market-oriented activities** with regard to (potential) buyers of the products and services, including the systematic generation of information about market conditions as well as the design of the marketing strategy

Company Internal

Creation of the **necessary conditions** within the company for the market-oriented activities, including especially the management of the entire company guided by market orientation

▶ Marketing & Sales is **one of the most often chosen specializations** in the MMM program

Why Study Marketing & Sales in the MMM?

- **High reputation** of the Marketing & Sales Area among companies
- While the overall MMM ranks 4th in Germany and 24th worldwide¹, the Marketing & Sales specialization ranks even **2nd worldwide**²
- Broad acceptance regarding the **importance of Marketing & Sales** within companies

“It is increasingly evident that sales is now a serious academic research concern with far-reaching impact on the practice of sales worldwide.” (Ahearne 2017, p. 463, JAMS)

“For graduate students who aspire to become senior-level managers, at least a general knowledge of sales and sales management becomes increasingly valuable for discussions and decisions made at the top echelons of their respective organizations.” (Ahearne 2017, p. 463, JAMS)

Marketing Matters
Now More Than
Ever (Forbes 2019)

More Universities Need to
Teach Sales

“Studies show that jobs in sales are among the highest in career lifetime value [...]” (HBR 2016)

Career Prospects in Marketing & Sales



Average Gross Salary by Department

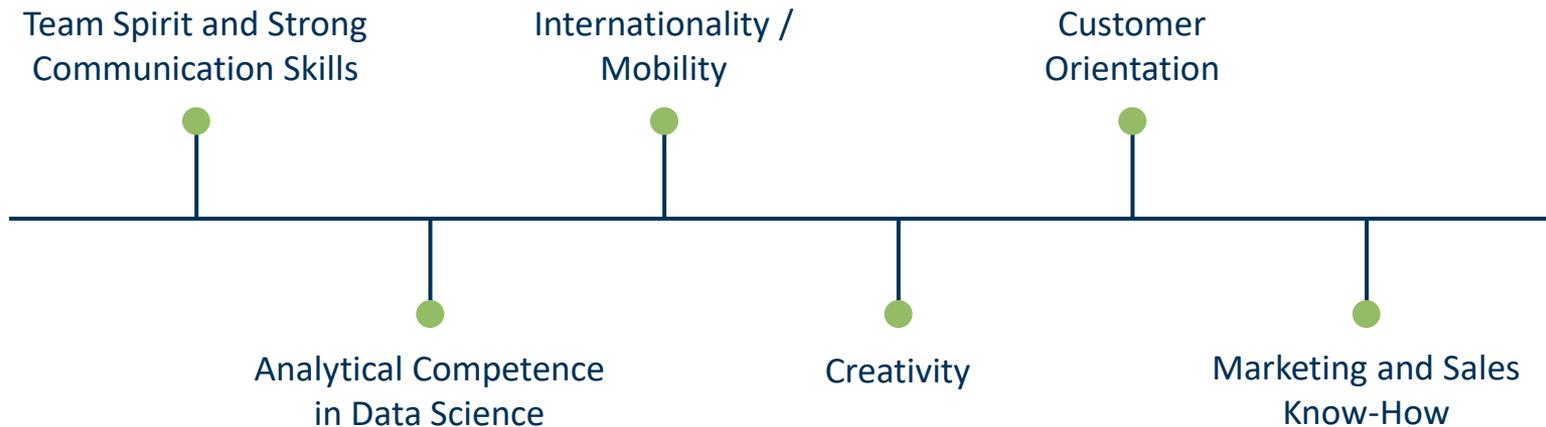
- **High average salaries** for employees in marketing and sales
- Overall, **excellent perspectives** in the organizational marketing and sales functions

Department	Average Gross Salary*
Marketing / Sales	96,752 €
Engineering	82,082 €
IT	83,799 €
Human Resources	73,446 €
Finance	93,495 €

Source: Stepstone 2020, Gehaltsreport 2020, p. 20-66

* Including fixed and variable salary component with >10 years of professional experience.
Averaged over industries.

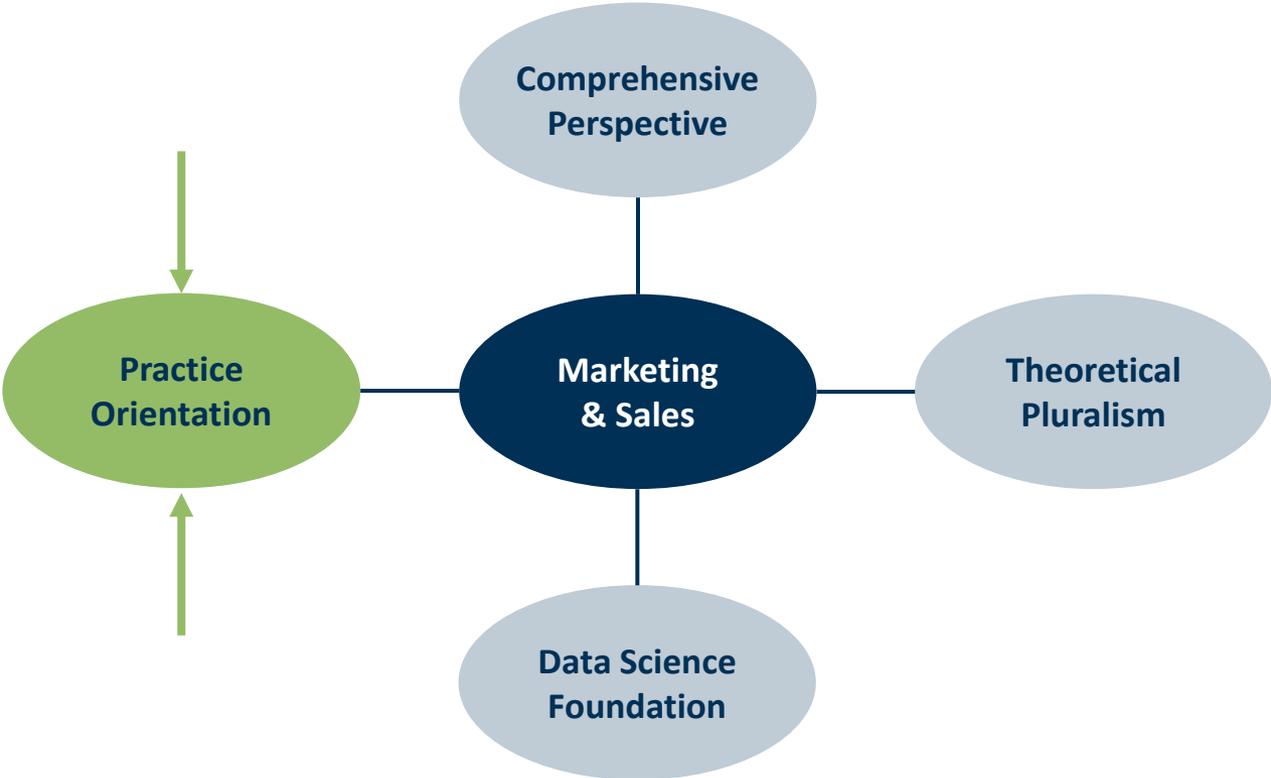
Requirements for Graduates in Marketing and Sales



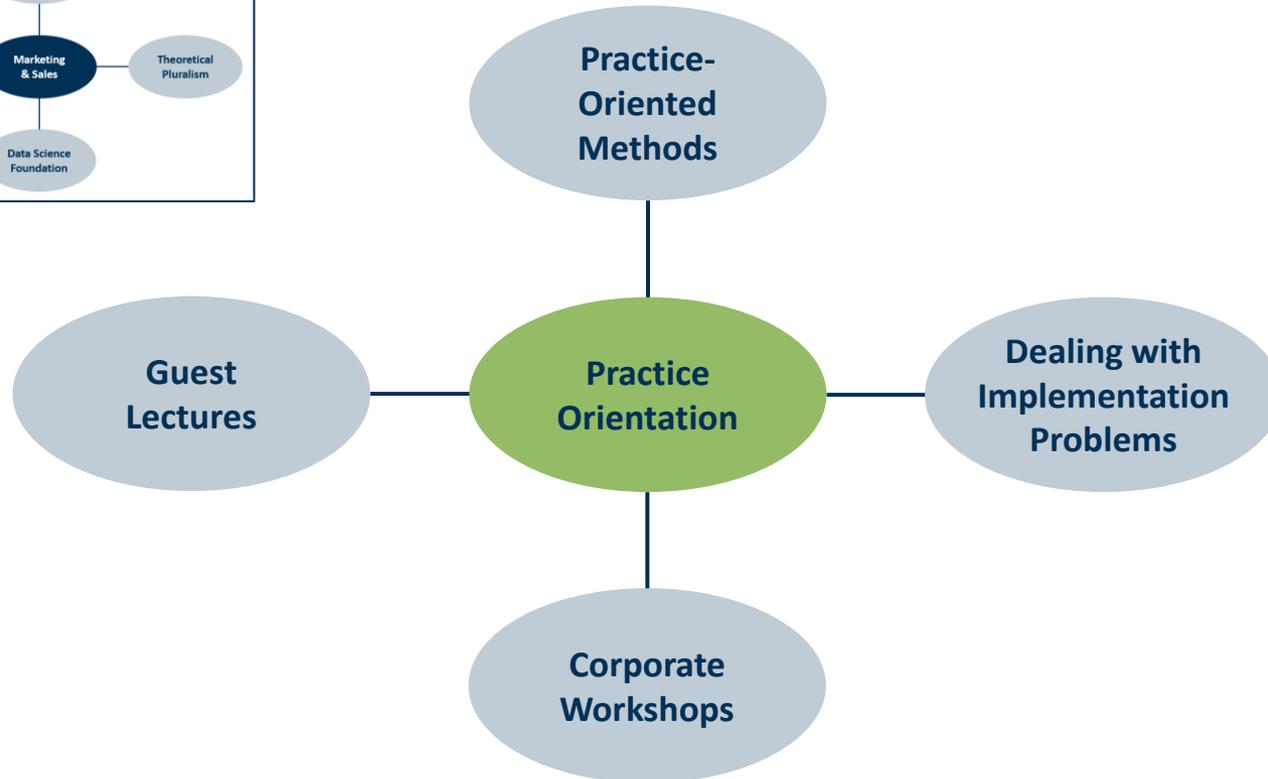
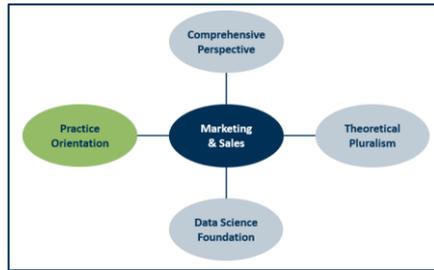
Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 The Institute for Market-Oriented Management (IMU)
- 3 Why Study Marketing & Sales?
- 4 Our Concept of Marketing & Sales Education**
- 5 Lectures
- 6 Seminar and Master’s Thesis in Marketing & Sales
- 7 Additional Information

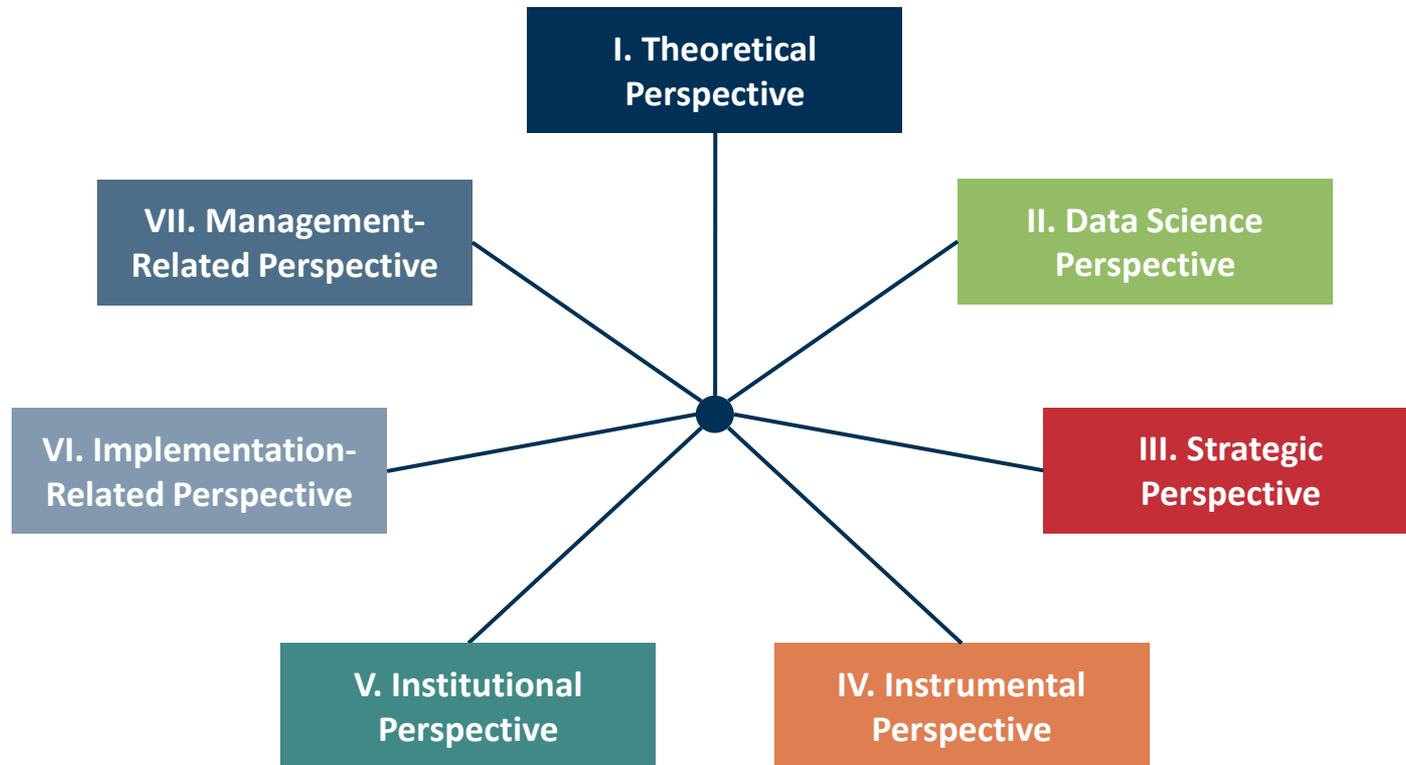
Principles of Marketing & Sales Education



Aspects of Practice Orientation



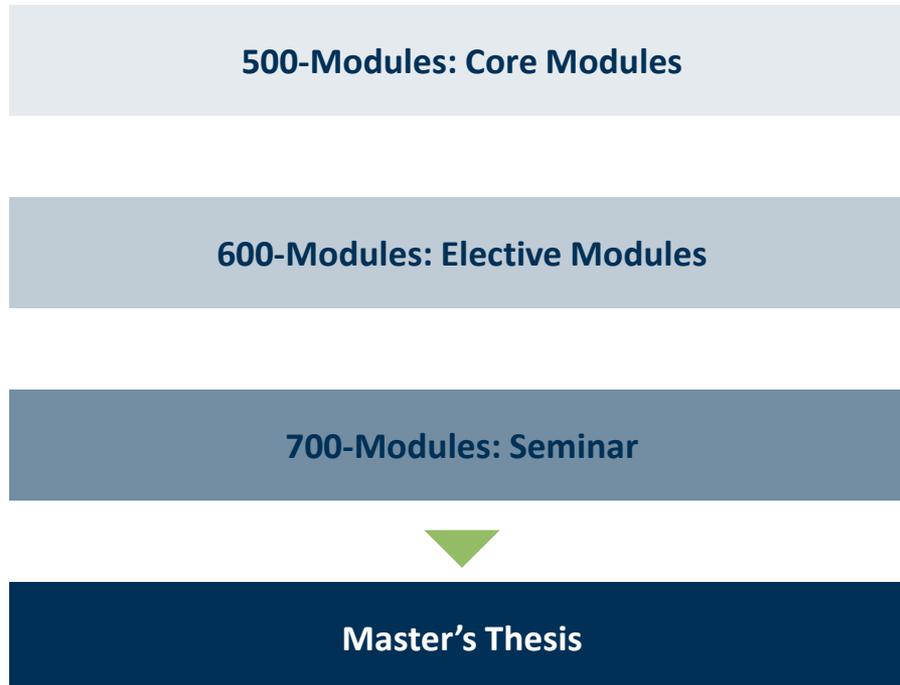
The Seven Principles of Marketing & Sales



Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 The Institute for Market-Oriented Management (IMU)
- 3 Why Study Marketing & Sales?
- 4 Our Concept of Marketing & Sales Education
- 5 Lectures**
- 6 Seminar and Master’s Thesis in Marketing & Sales
- 7 Additional Information

General Module Design



Overview of Modules in Marketing & Sales

500-Modules: Core Modules

500-Modules	ECTS in Fall '23	ECTS in Spring '24
MKT 510 Price and Product Management	6	
MKT 511 Marketing Analytics		6
MKT 512 Designing Data-Driven Business Models		3
MKT 520 Market Research		6
MKT 531 Marketing Theory: Consumer Behavior & Decision Making		4
MKT 545 Customers, Markets and Firm Strategy		6
MKT 550 International Course – Marketing & Sales	semester abroad	semester abroad
MKT 561 Service Business Model Innovations	4	
MKT 575 Marketing Strategy for Innovation & Sustainability		3
MKT 580 Digital Marketing Strategy	6	
CC 503 Empirical Methods: Business Analytics I	6	6

Overview of Modules in Marketing & Sales

600-Modules: Elective Modules

600-Modules	ECTS in Fall '23	ECTS in Spring '24
MKT 612 Business-to-Business Marketing	2	
MKT 614 Marketing Communication		4
MKT 615 Sales Management		4
MKT 616 Grundlagen der Verhandlungsführung	2	
MKT 617 Angewandte Verhandlungsführung		2
MKT 622 Country Manager		2
MKT 623 Strategic Marketing Management Simulation	2	
MKT 661 Consumer Behavior		2
MKT 663 Branding and Brand Management		4
MKT 664 Brand Strategy Seminar	2	2

Overview of Modules in Marketing & Sales

700-Modules: Seminar

700-Modules	ECTS in Fall '23	ECTS in Spring '24
MKT 710 Research Seminar Homburg	6	6
MKT 720 Research Seminar Stahl	6	6
MKT 730 Research Seminar Kuester	6	6
MKT 740 Research Seminar Kraus	6	6
MKT 750 Research Seminar Vomberg	6	6

Lectures in the Fall Semester 2023

500-Modules: Core Modules

500-Modules	Timings & Room	Lecturer	Person in Charge
<u>MKT 510 Price and Product Management</u>	Mon, 10:15 – 11:45 (Start 04.09.) SN 169	Prof. Homburg	Stefan Hartmann
<u>MKT 561 Service Business Model Innovations</u>	Wed, 12:00-13:30 (Start 06.09.) EO 145	Prof. Kraus	Mengmeng Niu
<u>MKT 580 Digital Marketing Strategy</u>	Tue, 13:45 – 15:15 (Start 05.09.) O 133	Prof. Kuester	Alexander Müller Angeliki Kalogeraki
<u>CC 503 Empirical Methods: Business Analytics I</u>	Wed, 12:00 – 13:30 (Start 06.09.) M 003	Prof. Vomberg	Jan Kleinhans

Lectures in the Fall Semester 2023

600-Modules: Elective Modules

600-Modules	Timings & Room	Lecturer	Person in Charge
<u>MKT 612 Business-to-Business Marketing</u>	Fri, 10:15 – 13:30 (Start 08.09.) EO 145	Prof. Kraus	Giuliana Francesca Manganaro
<u>MKT 616 Grundlagen der Verhandlungsführung</u> (German)	Fri, 15:30 – 18:45 Wed, 17:15-20:30 (06.10. – 20.10.) M 003 & A 001	Prof. Kraus	Dr. Maximilian Gärth Ann-Kathrin Polenz
<u>MKT 623 Strategic Marketing Management Simulation</u>	Do 13:45 – 15:15 (12.10.) in L9, 001 & Do 08:45 – 17:00 (02.11.) in L7, 358	Prof. Kuester	Kjell Herzig
<u>MKT 664 Brand Strategy Seminar</u>	Wed, 09.30 – 12:00 (20.09.) & Wed, 12:30 – 15:30 (04.10., 25.10., 08.11.) in L5, 107	Prof. Stahl	Maximilian Beichert

Exemplary Curriculum for Specialization in Marketing & Sales

1. Semester (Fall 2023)	ECTS
BE 510 Business Economics I*	6
CC 503 Empirical Methods: Business Analytics I*	6
CC 504 Corporate Social Responsibility*	4
MKT 510 Price and Product Management	6
MKT 612 Business-to-Business-Marketing	2
MKT 623 Strategic Marketing Management Simulation	2
	26

2. Semester (Spring 2024)	ECTS
BE 511 Business Economics II*	6
CC 501 Decision Analysis: Business Analytics II*	6
MKT 511 Marketing Analytics	6
MKT 520 Market Research	6
MKT 622 Country Manager	2
MKT 531 Marketing Theory – Consumer Behavior and Decision Making	4
	30

3. Semester (Fall 2024)	ECTS
MKT 561 Service Business Model Innovations	4
MKT 580 Digital Marketing Strategy	6
MKT 664 Brand Strategy Seminar	2
MKT 710/720/730/740/750 Research Seminar	6
MAN 645 Leadership and Motivation	6
MAN 657 Global Strategic Management	6
	30

4. Semester (Spring 2025)	ECTS
MKT 545 Customers, Markets and Firm Strategy	6
MKT 663 Branding and Brand Management	4
Master's Thesis	24
	34

 **Σ = 120 ECTS**

Area Marketing & Sales

August 31, 2023

Registration Process for Lectures

Unrestricted Courses

- Most lectures (e.g., MKT 510) are open to all interested Master students
- Upon registration in Portal², you are automatically admitted and can attend the class
- Official registration for the exam still required

Restricted Courses

- Some lectures (e.g., MKT 623) have a restricted course capacity
- An application and subsequent admission via Portal² is strictly necessary
- Exam registration will only be possible for admitted students



Registration Deadline for Restricted Courses: August 31 (today!)

Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 The Institute for Market-Oriented Management (IMU)
- 3 Why Study Marketing & Sales?
- 4 Our Concept of Marketing & Sales Education
- 5 Lectures
- 6 Seminar and Master's Thesis in Marketing & Sales**
- 7 Additional Information

Seminar Thesis in Marketing & Sales

MKT 7X0

- **Research Seminars 7X0** as the preparation for a master's thesis at one of the Marketing chairs
- Recommendation that students write their seminar thesis at the **same chair** where they want to write their master's thesis as this allows for early involvement in the research and project work of the respective chair
- **Application** for the seminars in spring semester 2024 already at the end of the fall semester 2023
→ please check websites regularly for information on application deadlines and registration processes
- **Contacts** at the chairs:



Stefan Hartmann
(Prof. Homburg)



Aleksandar Blečić
(Prof. Kuester)



Mengmeng Niu
(Prof. Kraus)



Dr. Ülfet Isci-Özalp
(Prof. Stahl)



Lennart Reissner
(Prof. Vomberg)

Master's Thesis in Marketing & Sales

- Development of a **marketing specific topic** from a scientific perspective
- Only **prerequisite**: successful completion of the **research seminar 7X0** at one of the Marketing chairs
- **Individual supervision** of the master's thesis at the chair
- **Contacts** at the chairs:



Alin Schröder
(Prof. Homburg)



Alexander Rupertus
(Prof. Kuester)



Mengmeng Niu
(Prof. Kraus)



Prof. Dr. Florian Stahl
(Prof. Stahl)



Prof. Dr. Arnd Vomberg
(Prof. Vomberg)

Agenda

- 1 The Area – Marketing & Sales Chairs
- 2 The Institute for Market-Oriented Management (IMU)
- 3 Why Study Marketing & Sales?
- 4 Our Concept of Marketing & Sales Education
- 5 Lectures
- 6 Seminar and Master’s Thesis in Marketing & Sales
- 7 Additional Information**

Looking for a Student Job?

- The chairs of the Marketing & Sales area are constantly offering **job opportunities** for students
- For example, you could **support** a chair as:
 - Student Research Assistant
 - Teaching Assistant / Tutor
 - IT Student Assistant
- **Job postings** and further details can be found on the respective **websites** of the chairs



**We wish you a lot of fun and success
during your studies in Mannheim!**

