Information Session

Marketing & Sales in the MMM Program

Fall Term 2026

UNIVERSITY OF MANNHEIM
Business School

AACSB ACCREDITED
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Agenda

1. **The Area – Marketing & Sales Chairs**
2. Why Study Marketing & Sales?
3. Our Concept of Marketing & Sales Education
4. Lectures
5. Seminar and Master's Thesis in Marketing & Sales
6. 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 or LinkedIn

- **Areas of Expertise**:
  Market Oriented Business Management, Pricing, Customer Relationship Management, and Sales Management

MMM Modules:

- MKT 510 (5100) Price and Product Management
- MKT 615 (6150) Sales Management
- MKT 661 (6610) Consumer Behavior
- MKT 710 (7100) 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)
- Dean of Studies (Business Faculty)

MMM Modules:

- MKT 511 (5110) Data, Analytics and AI for Marketing Strategy
- MKT 545 (5450) Customers, Markets & Firm Strategy
- MKT 619 (6190) Customer (Lifecycle) Management
- MKT 625 (6250) Business AI for Marketing and Sales
- MKT 720 (7200) Research Seminar

The Area Marketing & Sales

Chair of Marketing & Innovation

Prof. Dr. Sabine Kuester

For more information, please visit the Website or LinkedIn

- **Areas of Expertise**:
  Innovation and New Product Management, Consumer Behavior in Technology and AI Contexts, Digital Marketing Strategy, Sustainable Innovations

MMM Modules:

- MKT 575 (5750) Marketing Strategy for Innovation & Sustainability
- MKT 580 (5800) Digital Marketing Strategy
- MKT 622 (6220) Country Manager
- MKT 623 (6230) Strategic Marketing Management Simulation
- MKT 730 (7300) 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 Bachelor Program
- Supervisory Board Member (Aufsichtsrat) LR Health & Beauty SE
- Chairman of the Advisory Board of the "German Direct Selling Association"

MMM Modules:

- MKT 520 (5200) Market Research
- MKT 612 (6120) Business-to-Business Marketing
- CC 503 (5030) Empirical Methods – Business Analytics I
- MKT 740 (7400) Research Seminar

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Why Study Marketing & Sales in the MMM?

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Marketing & Sales is **a central business administration function** and **a key management philosophy** of high, and growing, relevance for **company success**.

In Our Students' Words

"I really enjoyed the many real-company examples. They helped me apply the theory."

– MMM, Fall 2025

"The lecturers explain everything so clearly that I could easily follow along and learn a lot."

– MMM, Fall 2023

"I learned so many research methods that turned out to be genuinely useful for my own work."

– MMM, Spring 2026

"The mix of theory, case studies, and guest lectures made it feel truly relevant to practice."

– MMM, Fall 2025

"Very practice-oriented: you really feel it will pay off in your future career."

– MMM, Spring 2026

Where Our Graduates Work — A Few Examples

McKinsey&Company · accenture · BCG BOSTON CONSULTING GROUP · JOHN DEERE · SAP · MERCK · Pfizer · L'ORÉAL

Area Marketing & Sales

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Career Prospects in Marketing & Sales

Above-Average Rewards for Marketing & Sales

- **Excellent perspectives** in the organizational marketing and sales functions
- **Meaningful** work, **balanced** lifestyle, and innovative & **modern** teams
- **Above-average salaries** in marketing:

Department	Average Gross Salary
Sales/Key Account Manager	**92,500€**
Business Development	**85,000€**
Brand and Product Manager	**78,000€**
Banking, Finance, & Insurance	59,500€
Consultancy	58,250€
IT	58,000€
PR	53,500€
HR	50,750€

Sources: Michaelpage, 2025; Robertwalters, 2025; Stepstone, 2025

Marketing offers exceptional opportunities – amplified by data analytics and attractive performance bonuses (Salespotential, 2025)

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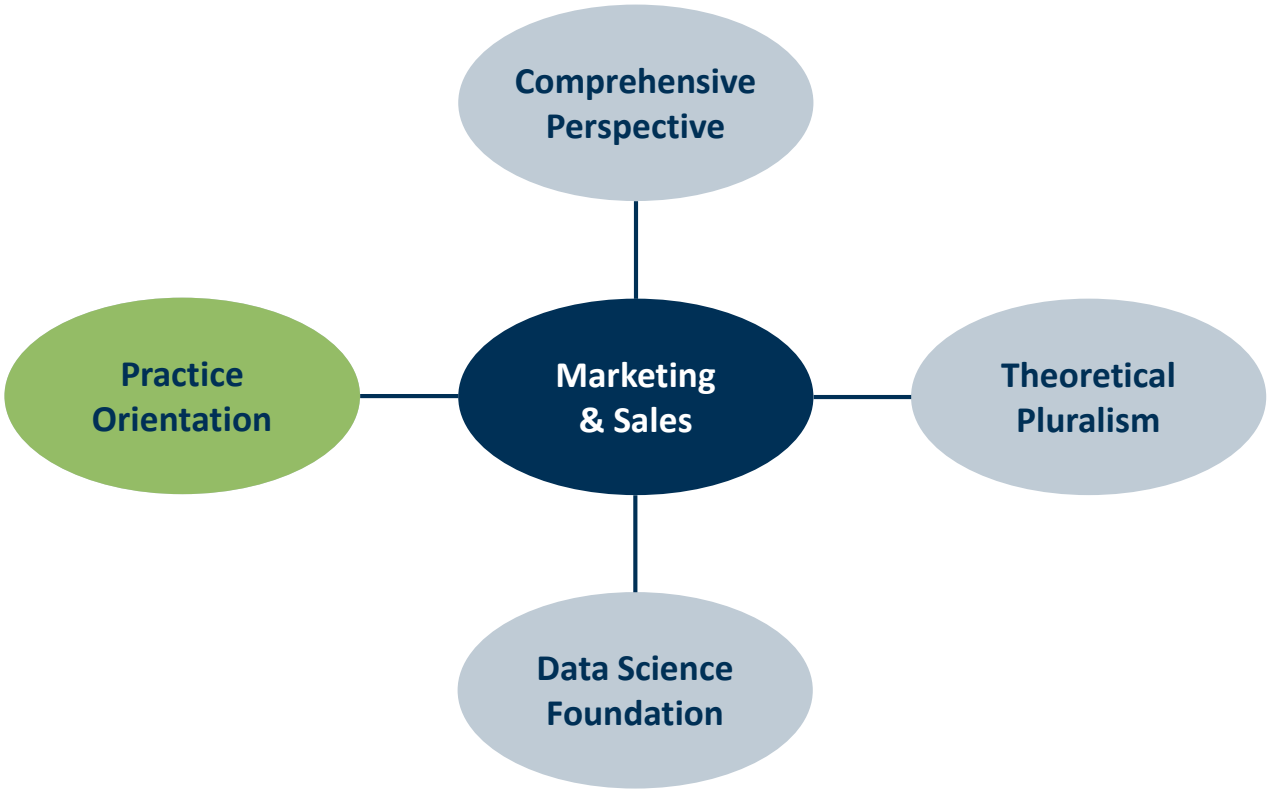
Important Aspects in our Teaching Concept



Strong Practice Orientation in our Courses

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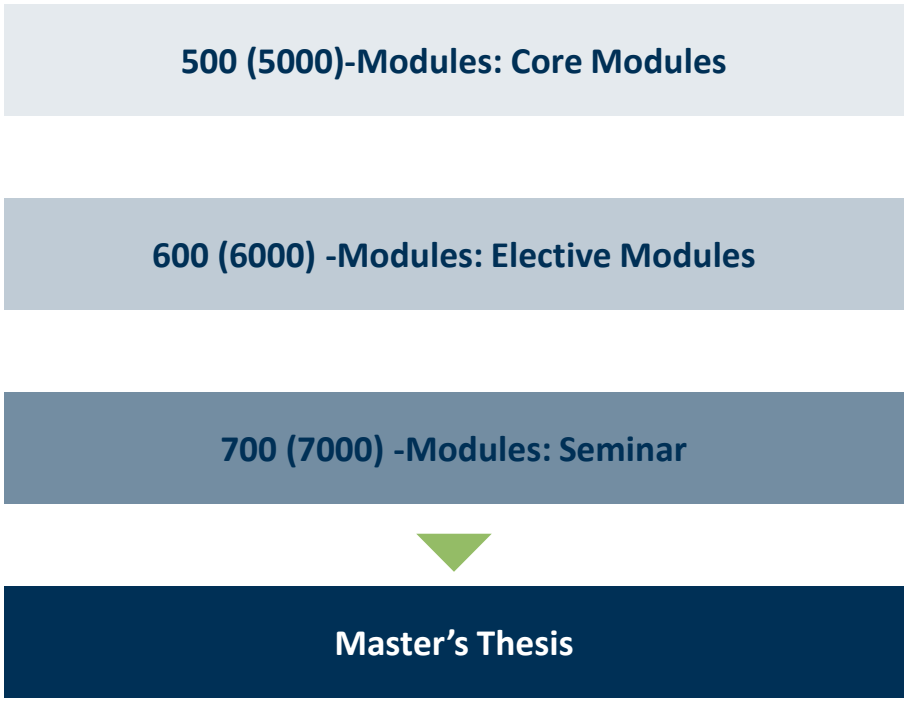
General Module Design in the MMM Program



Overview of Modules in Marketing & Sales

500-Modules: Core Modules

500-Modules	ECTS in Fall ‘26	ECTS in Spring ‘27
MKT 510 (5100) Price and Product Management	6	
MKT 511 (5110) Data, Analytics and AI for Marketing Strategy		8
MKT 520 (5200) Market Research		6
MKT 545 (5450) Customers, Markets and Firm Strategy		6
MKT 550 (5500) International Course – Marketing & Sales	semester abroad	semester abroad
MKT 575 (5750) Marketing Strategy for Innovation & Sustainability		3
MKT 580 (5800) Digital Marketing Strategy	6	
CC 503 (5030) Empirical Methods: Business Analytics I	6	6

Overview of Modules in Marketing & Sales

600-Modules: Elective Modules

600-Modules	ECTS in Fall ‘26	ECTS in Spring ‘27
MKT 612 (6120) Business-to-Business Marketing	2	
MKT 615 (6150) Sales Management		6
MKT 619 (6190) Customer (Lifecycle) Management	2	2
MKT 622 (6220) Country Manager	2	
MKT 623 (6230) Strategic Marketing Management Simulation		2
MKT 625 (6250) Business AI for Marketing and Sales	2	2
MKT 661 (6610) Consumer Behavior		2

Overview of Modules in Marketing & Sales

700-Modules: Seminar

700-Modules	ECTS in Fall ‘26	ECTS in Spring ‘27
MKT 710 (7100) Research Seminar Homburg	6	6
MKT 720 (7200) Research Seminar Stahl	6	6
MKT 730 (7300) Research Seminar Kuester	6	6
MKT 740 (7400) Research Seminar Kraus	6	6

Prerequisite for attending the seminar:

To apply for participation, you must have successfully completed at least **two** Master-level marketing courses (MKT 5XX or MKT 6XX).

Lectures in the Fall Semester 2026

500-Modules: Core Modules

500-Modules	Timings & Room	Examiner	Course Administrator
MKT 510 (5100) Price and Product Management	Mon, 10:15 – 11:45 (Start 07.09.) SN 169	Prof. Homburg	Moritz Trapmann, Matthias Kleinermann
MKT 580 (5800) Digital Marketing Strategy	Tue, 12:00 – 13:30 (Start 08.09.) O 151	Prof. Kuester	Carmen Rehder López, Theresa Schül
CC 503 (5030) Empirical Methods: Business Analytics I	Wed, 13:45 – 15:15 & Fri, 12:00 – 13:30 SO 108 (07.10.: 15:30 - 17:00 A 3 – A 001)	Prof. Kraus	Dr. Smriti Kumar

Lectures in the Fall Semester 2026

600-Modules: Elective Modules

600-Modules	Timings & Room	Examiner	Course Administrator
MKT 612 (6120) Business-to-Business Marketing	Fri, 10:15 – 13:30 (Start 11.09.26) O 151	Prof. Kraus	Vladislav Kucher
MKT 619 (6190) Customer (Lifecycle) Management	First session: 13.10.2026 09:00–16:00 L9, 1-2 – 001	Prof. Stahl	Dr. Philipp Schmitt
MKT 622 (6220) Country Manager	Kickoff 15.09.2026, 13:45-15:15 O 148	Prof. Kuester	Lukas Miedzinski
MKT 625 (6250) Business AI for Marketing and Sales	First session: 07.10.2026 09:00–17:00 L9, 1-2 – 001	Prof. Stahl	Dr. Dominic Bergers

Example of study program if you decide to specialize in Marketing & Sales

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1. Semester (Fall 2026)	ECTS
BE 510 (5100) Business Economics I*	6
CC 503 (5030) Empirical Methods: Business Analytics I*	6
MKT 510 (5100) Price and Product Management	6
MAN 645 (6450) Leadership and Motivation	6
	24

3. Semester (Fall 2027)	ECTS
MKT 580 (5800) Digital Marketing Strategy	6
MKT 622 (6220) Country Manager	2
MKT 710 (7100) / 720 (7200) / 730 (7300) / 740 (7400) Research Seminar	6
CC 501 (5010) Decision Analysis: Business Analytics II*	6
MKT 612 (6120) Business-to-Business-Marketing	2
	22

2. Semester (Spring 2027)	ECTS
BE 511 (5110) Business Economics II*	6
MKT 575 (5750) Marketing Strategy for Innovation & Sustainability	3
MKT 615 (6150) Sales Management	6
MKT 511 (5110) Data, Analytics and AI for MKT Strategy	8
MAN 690 (6900) Innovation Management	4
	27

4. Semester (Spring 2028)	ECTS
MKT 545 (5450) Customers, Markets and Firm Strategy	6
MKT 520 (5200) Market Research	6
MAN 626 (6260) Entrepreneurship and Innovation – Theoretical Foundation and Practical Approach	3
MKT 623 (6230) Strategic Marketing Management Simulation	2
MKT 661 (6610) Consumer Behavior	2
MAN 655 (6550) Corporate Strategy	4
	23

You can start with your master's thesis after the research seminar (MKT7X0) depending on your preferences (24 ECTS)

Σ = 120 ECTS

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Two Types of Course Registration

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Unrestricted Courses

- Most lectures are open to all interested Master students
- Upon registration in Portal[2], you are automatically admitted and can attend the class
- Official registration for the exam still required

Restricted Courses

- Some lectures have a restricted course capacity
- An application and subsequent admission via Portal[2] is strictly necessary
- Exam registration will only be possible for admitted students

Registration Deadline for Restricted Courses: September 3, 12 pm (noon)

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Writing your seminar thesis in Marketing & Sales

- The **Research Seminar 7X0 (7X00)** prepares you for a master‘s thesis at one of the Marketing chairs
- Recommendation that students write their seminar thesis at the **same chair** where they wish to write their master’s thesis as this allows for early involvement in the research and project work of the respective chair
- To apply, you must have successfully completed **at least two Master-level marketing courses** (MKT 5XX (5XX0) or MKT 6XX (6XX0)).
- **Application** for the seminars in the spring semester 2027 starts already at the end of the fall semester 2026 → please check the chairs’ websites regularly for information on application deadlines and registration processes
- **Contact person** at the chairs:

Alin Schröder

(Prof. Homburg)

Eric Klebeck

(Prof. Kuester)

Vladislav Kucher

(Prof. Kraus)

Dr. Ülfet Isci-Özalp

(Prof. Stahl)

Master's Thesis in Marketing & Sales

- Development of a **marketing specific topic** from a scientific perspective
- **Prerequisite**: successful completion of the **research seminar 7X0 (7X00)** at one of the Marketing chairs
- **Individual supervision** of master's students at the respective chair
- **Contact person** at the different chairs:

Alin Schröder

(Prof. Homburg)

Carmen Rehder López

(Prof. Kuester)

Dr. Ann-Kathrin Polenz

(Prof. Kraus)

Prof. Dr. Florian Stahl

(Prof. Stahl)

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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

Find this presentation online

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- Grewal, D., Satornino, C. B., Davenport, T., & Guha, A. (2025) How generative AI is shaping the future of marketing. *Journal of the Academy of Marketing Science, 53*, 702–722. [https://doi.org/10.1007/s11747-024-01064-3]
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All the best for your Master's study at the University of Mannheim

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