

Information Session

Marketing & Sales in the MMM Program
Fall Term 2025



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 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 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 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

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 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 612 Business-to-Business Marketing
- CC 503 Empirical Methods – Business Analytics I
- 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)

- Dean of Studies (Business Faculty)

MMM Modules:

- MKT 511 Marketing Analytics
- MKT 545 Customers, Markets & Firm Strategy
- MKT 625 Business AI for Marketing and Sales
- MKT 720 Research Seminar

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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 overall Management MMM ranks 3rd in Germany and 29th worldwide¹, the recent QS-Ranking ranks our Management **1st in Germany²**, while Marketing & Sales specialization ranks **2nd worldwide³**
- High acceptance regarding the **importance of Marketing & Sales** within companies

Marketing is no longer about the stuff you make, but about the stories you tell

Digital marketing is not about the tools you use, but the connections you create

“marketing scholars must take the lead to make sense of this rapidly evolving space and provide guidance to managers” (Grewal, Satornino, Davenport, & Guha, 2025, p. 719, JAMS)

AI won't replace marketers, but marketers who use AI will replace those who don't.

Career Prospects in Marketing & Sales



Above-Average Rewards for Marketing & Sales - Minds

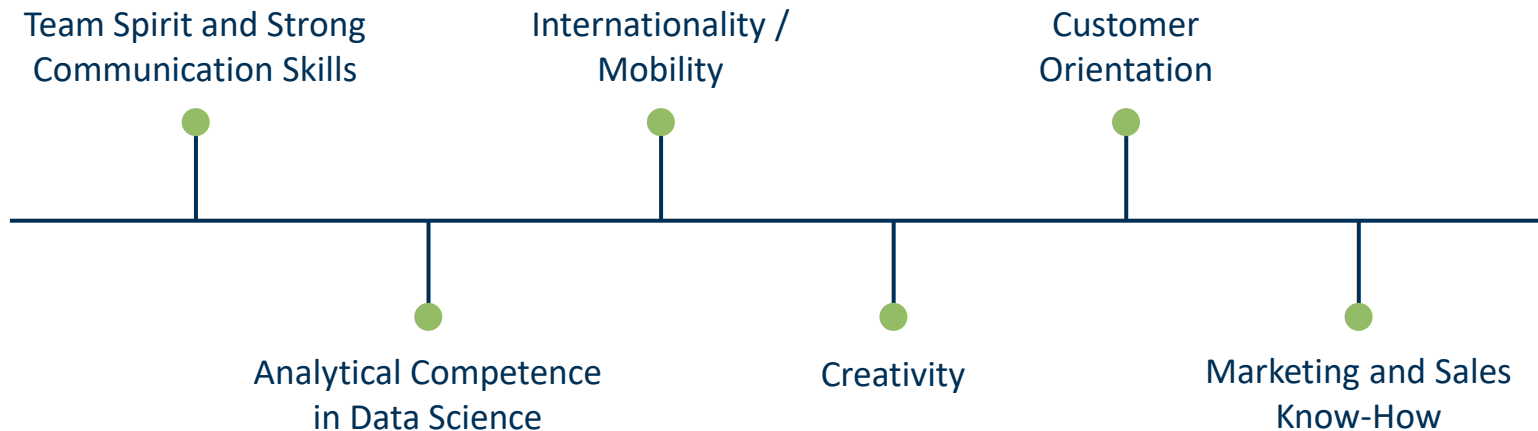
- **Above-average** up to **six-figure salaries** in marketing (stepstone insider, 2025)
- **Excellent perspectives** in the organizational marketing and sales functions
- **Meaningful** work, **balanced** lifestyle, and innovative & **modern** teams

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€

Source: Michaelpage, 2025; Robertwalters, 2025; Stepstone, 2025

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

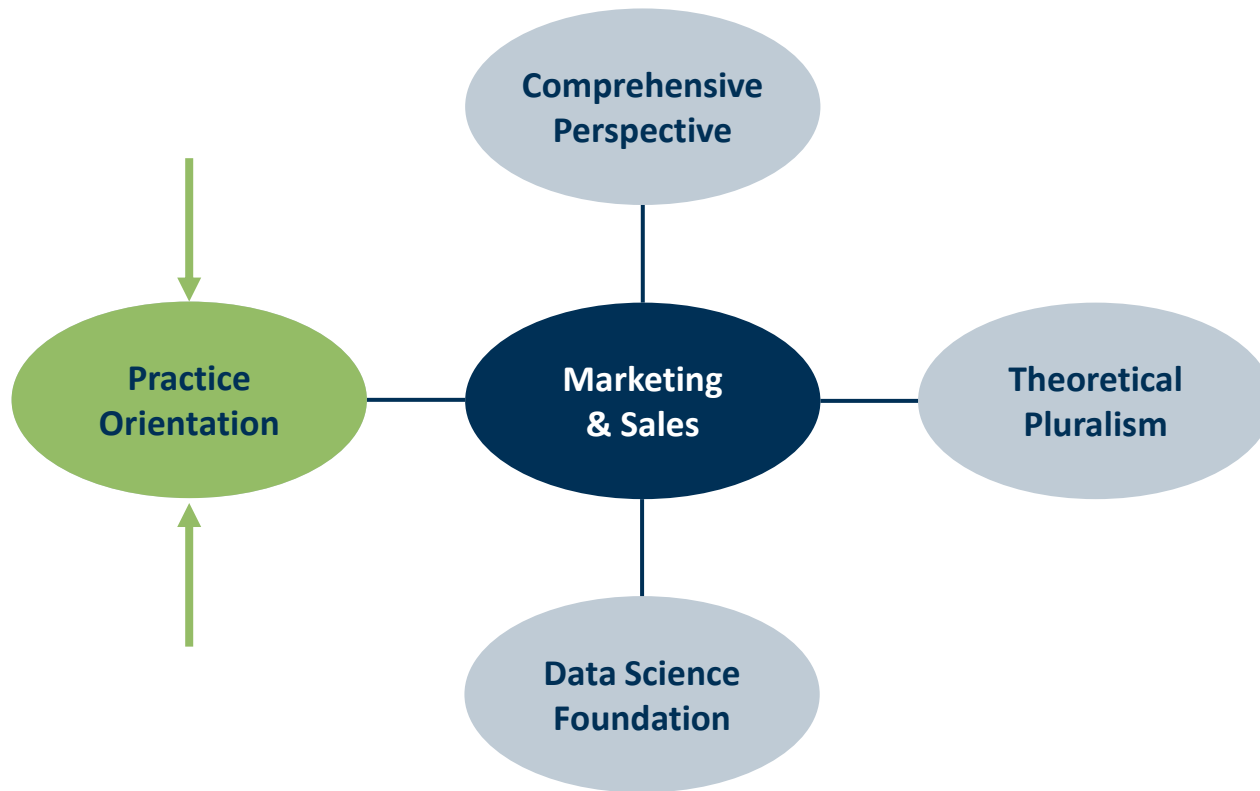
Requirements for Graduates in Marketing and Sales



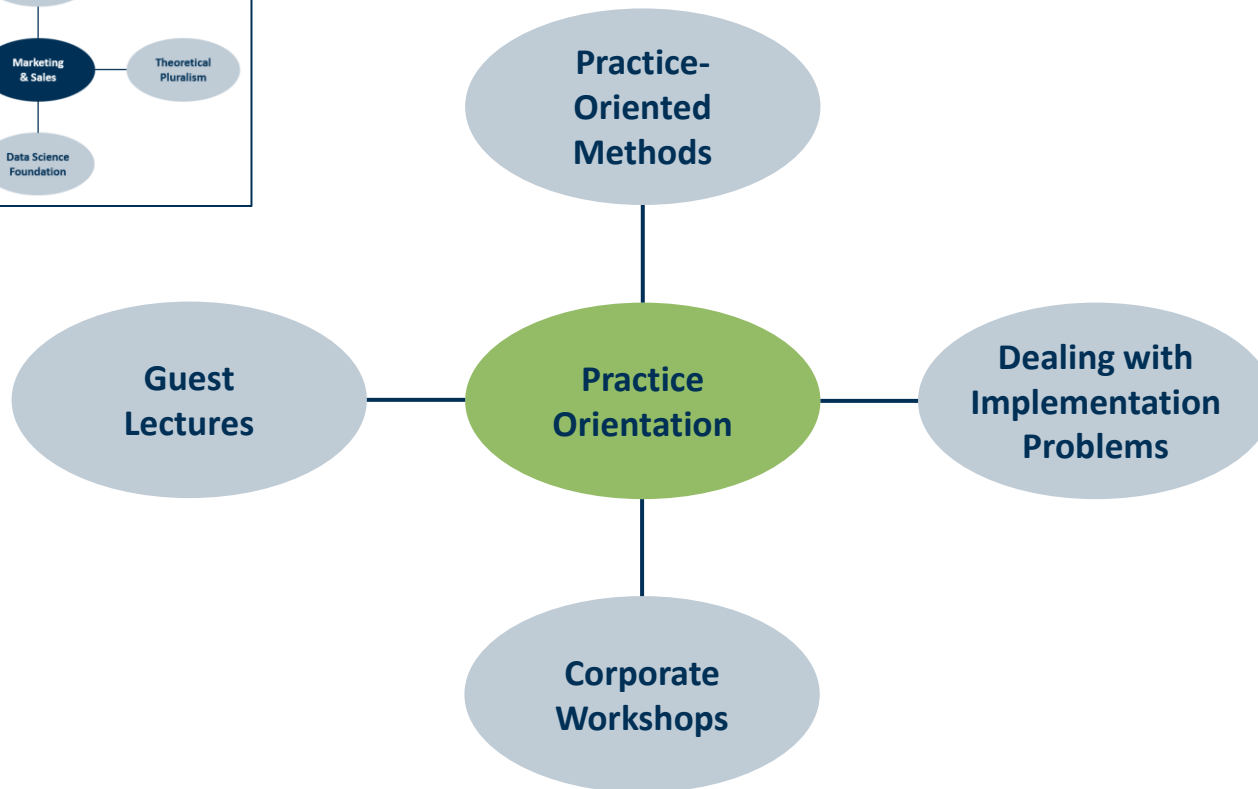
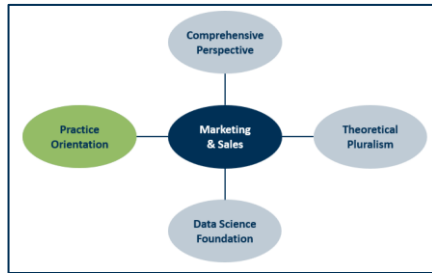
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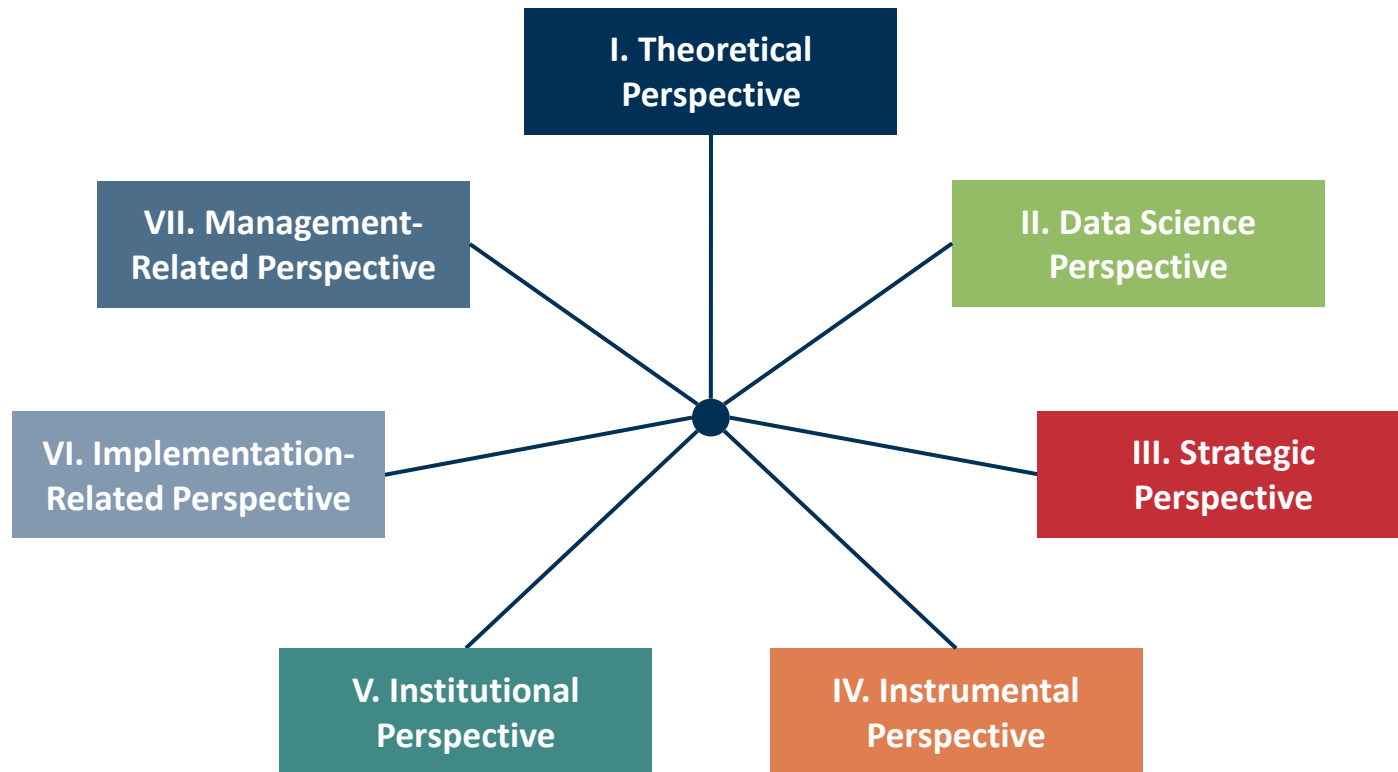
Principles of Marketing & Sales Education



Aspects of Practice Orientation



The Seven Principles of Marketing & Sales



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General Module Design

500-Modules: Core Modules

600-Modules: Elective Modules

700-Modules: Seminar



Master's Thesis

Overview of Modules in Marketing & Sales

500-Modules: Core Modules

500-Modules	ECTS in Fall '25	ECTS in Spring '26
MKT 510 Price and Product Management	6	
MKT 511 Marketing Analytics		6
MKT 520 Market Research		6
MKT 545 Customers, Markets and Firm Strategy		6
MKT 550 International Course – Marketing & Sales	semester abroad	semester abroad
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 '25	ECTS in Spring '26
MKT 612 Business-to-Business Marketing	2	
MKT 615 Sales Management		4
MKT 622 Country Manager	2	
MKT 623 Strategic Marketing Management Simulation		2
MKT 625 Business AI for Marketing and Sales	2	
MKT 661 Consumer Behavior		2

Overview of Modules in Marketing & Sales

700-Modules: Seminar

700-Modules	ECTS in Fall '25	ECTS in Spring '26
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

Prerequisite:

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 2025

500-Modules: Core Modules

500-Modules	Timings & Room	Examiner/Chair	Course Administrator
<u>MKT 510 Price and Product Management</u>	Mon, 10:15 – 11:45 (Start 01.09.) SN 169	Prof. Homburg	Alin Schröder
<u>MKT 580 Digital Marketing Strategy</u>	Tue, 12:00 – 13:30 (Start 02.09.) O 151	Prof. Kuester	Alexander Rupertus
<u>CC 503 Empirical Methods: Business Analytics I</u>	Wed, 12:00 – 13:30 & Friday, 12-13:30 (Start 03.09.) M 003	Prof. Kraus	Dr. Smriti Kumar

Lectures in the Fall Semester 2025

600-Modules: Elective Modules

600-Modules	Timings & Room	Examiner/Chair	Course Administrator
<u>MKT 612 Business-to-Business Marketing</u>	Fri, 10:15 – 13:30 (Start 05.09.) O 148	Prof. Kraus	Vladislav Kucher
<u>MKT 622 Country Manager</u>	Kickoff 25.09.2025, 10:15-11:45 L9, 1-2 – 001	Prof. Kuester	Lukas Miedzinski
<u>MKT 625 Business AI for Marketing and Sales</u>	Starting 1 October, 09:00–14:00, L9, 1-2 – 001	Prof. Stahl	Dr. Dominic Bergers

Exemplary Curriculum for your Specialization in Marketing & Sales

1. Semester (Fall 2025)	ECTS
BE 510 Business Economics I	6
CC 503 Empirical Methods: Business Analytics I*	6
MKT 510 Price and Product Management	6
MAN 645 Leadership and Motivation	6
MAN 665 Sustainability Management Simulation: Net Zero	2
	26

3. Semester (Fall 2026)	ECTS
MKT 580 Digital Marketing Strategy	6
MKT 622 Country Manager	2
MKT 625 Business AI for Marketing and Sales	2
MKT 710/720/730/740 Research Seminar	6
CC 501 Decision Analysis: Business Analytics II	6
MKT 612 Business-to-Business-Marketing	2
	24

2. Semester (Spring 2026)	ECTS
BE 511 Business Economics II*	6
MKT 575 Marketing Strategy for Innovation & Sustainability	3
MKT 615 Sales Management	4
MKT 511 Marketing Analytics	6
MAN 690 Innovation Management	4
MKT 661 Consumer Behavior	2
	25

4. Semester (Spring 2027)	ECTS
MKT 545 Customers, Markets and Firm Strategy	6
MKT 520 Market Research	6
MAN 626 Entrepreneurship and Innovation – Theoretical Foundation and Practical Approach	3
MKT 623 Strategic Marketing Management Simulation	2
MAN 655 Corporate Strategy	4
	21

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

Area Marketing & Sales

26.08.2025



Σ = 120 ECTS



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 622) 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 29, 12 pm (noon)

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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 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 or MKT 6XX).
- **Application** for the seminars in the spring semester 2026 starts already at the end of the fall semester 2025 → please check the chairs' websites regularly for information on application deadlines and registration processes
- **Contacts** at the chairs:



Alin Schröder
(Prof. Homburg)



Eric Klebeck
(Prof. Kuester)



Giuliana F. Manganaro
(Prof. Kraus)



Dr. Ülfet İsci-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** 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)



Giuliana F. Manganaro
(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



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

