



# Information Session Marketing & Sales in the MMM and MMBR



Institute for  
Market-Oriented  
Management



UNIVERSITY  
OF MANNHEIM  
Business School



# Area Marketing & Sales

Chair of Business-to-Business Marketing, Sales & Pricing (Prof. Homburg)

Chair of Marketing & Innovation (Prof. Kuester)

Chair of Sales & Services Marketing (Prof. Kraus)

Chair of Quantitative Marketing & Consumer Analytics (Prof. Stahl)

Assistant Professor for Empirical Research Methods (Prof. Vomberg)

1. The Area Marketing & Sales – Marketing Chairs and IMU
2. Why study Marketing?
3. Concept of Marketing Education in the Mannheim Master in Management
4. Contact for Students
5. Lectures
6. Recommended Literature
7. Master Thesis in Marketing
8. Information Regarding the MMBR
9. Information Regarding the Design of Studies

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

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

- Areas of Expertise: Market Oriented Business Management, Pricing, Customer Relationship Management and Sales Management
- Director of the Institute for Market Oriented Business Management (IMU)
- For more information see: [homburg.bwl.uni-mannheim.de](http://homburg.bwl.uni-mannheim.de)



## Chair of Marketing & Innovation

**Prof. Dr. Sabine Kuester**

- Areas of Expertise: Innovation Marketing, International Marketing, and Marketing Management
- Director of the Institute for Market Oriented Business Management (IMU)
- For more information see: [kuester.bwl.uni-mannheim.de](http://kuester.bwl.uni-mannheim.de)



## Chair of Sales & Services Marketing

**Prof. Dr. Florian Kraus**

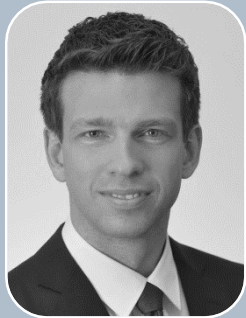
- Areas of Expertise: Sales Management, Services Marketing, and Personal Selling
- Academic Director of the MBA Programs at Mannheim Business School (Fulltime and Part-time MBA)
- For more information see: [kraus.bwl.uni-mannheim.de](http://kraus.bwl.uni-mannheim.de)



## Chair of Quantitative Marketing & Consumer Analytics

**Prof. Dr. Florian Stahl**

- Areas of Expertise: Empirical Quantitative Marketing, Consumer Behavior, Marketing Analytics and Social Media Marketing
- For more information see: [stahl.bwl.uni-mannheim.de](http://stahl.bwl.uni-mannheim.de)



## **Assistant Professor for Empirical Research Methods**

**Prof. Dr. Arnd Vomberg**

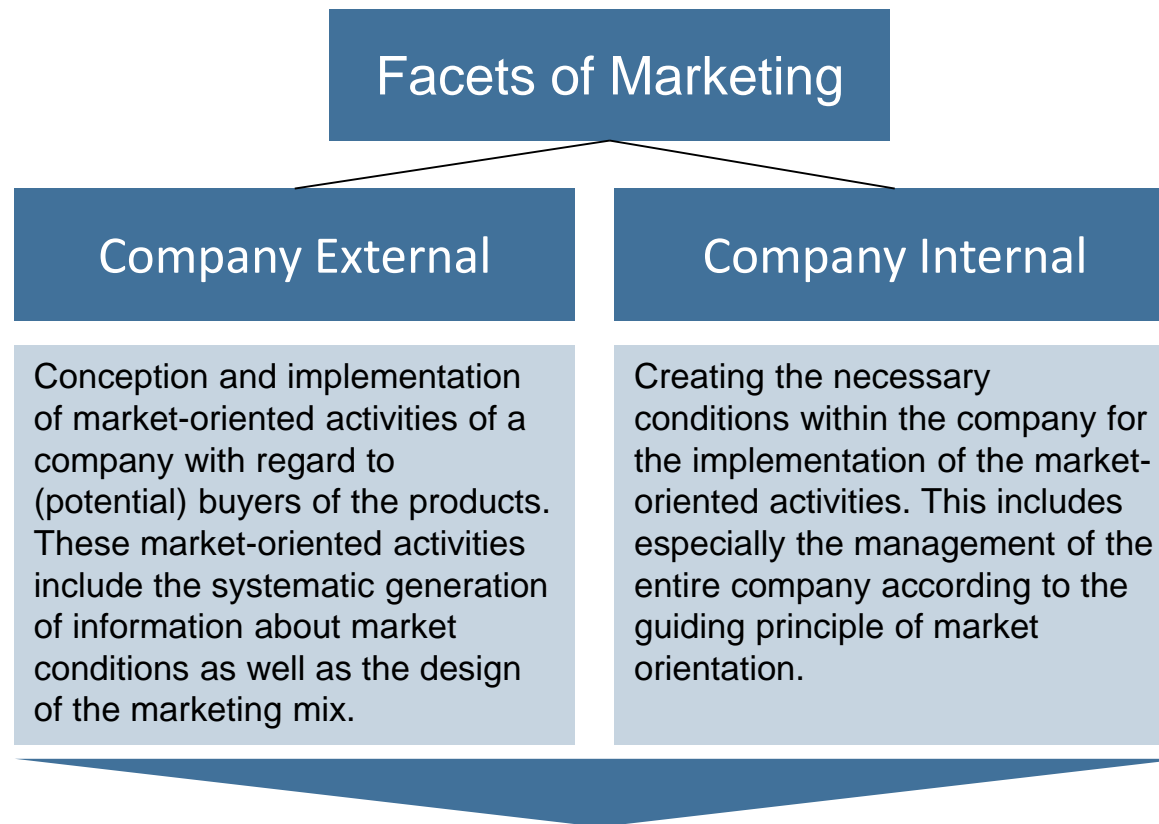
- Areas of Expertise: Empirical Research Methods
- Contact Persons for the lecture CC 503 Empirical Methods
- For more information see: [vomberg@bwl.uni-mannheim.de](mailto:vomberg@bwl.uni-mannheim.de), Portal<sup>2</sup> → ILIAS





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- Marketing is one of the most often chosen specializations in the MMM-program
- High relevance of marketing for company success and increasing importance in business practice



- ✓ Central business administration function
- ✓ Key management philosophy guiding corporate decisions

- Job-related perspectives open up in e.g. ...

## Marketing

- as Product Manager / Brand Manager
- as Pricing Manager
- in the field of Strategic Marketing
- in the field of Communications
- in the field of Social Media Marketing and Internet Marketing
- in Customer Relationship Management
- ...

## Sales

- in Internal Sales Service
- in External Sales Service
- in Key Account Management
- in Sales Strategy
- ...

## Business Consulting

- as Consultant in Strategy Consulting
- as Consultant in Marketing and Sales Consultancies
- as Consultant in Internal Marketing Consultancies
- ...

## Market Research Institutes

- as Marketing Manager
- as Research Manager
- as Consultant in different research fields
- ...

## Advertising and Event Agencies

- in Project Management
- in Strategic Planning
- in the creative area
- ...

## ...

- ...

- Current salary studies show high average salaries for employees in marketing and sales
- Overall, excellent perspectives in the organizational functions marketing and sales

Position	Average Gross Salary*
Sales / Marketing	91,351 €
Manufacturing	79,957 €
IT	86,042 €
Human Resource	76,798 €
Finance	97,512 €

Source: Stepstone (2018), Gehaltsreport 2018, p. 30-55

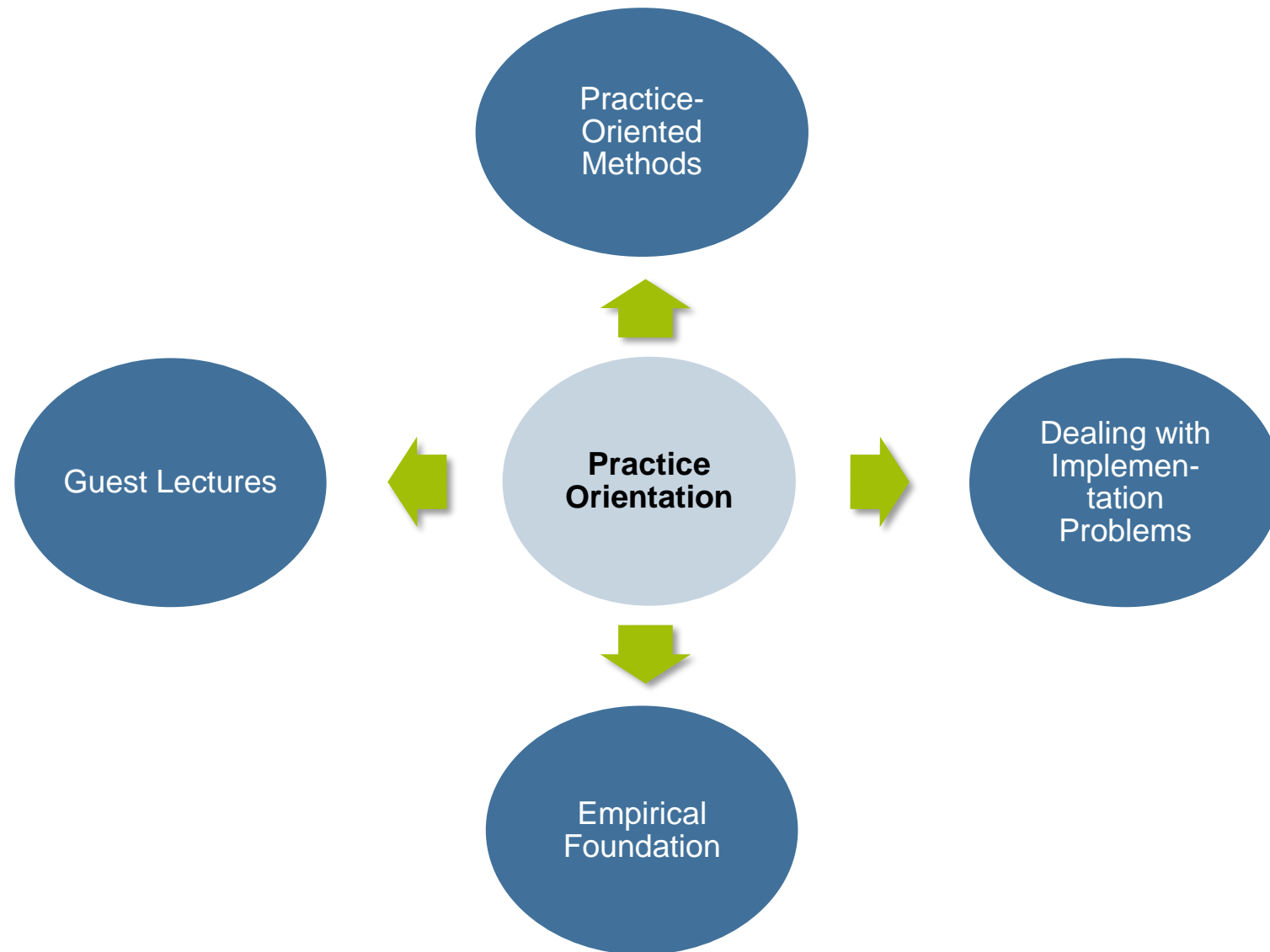
\* Including fixed and variable salary component. Averaged over industries and positions.

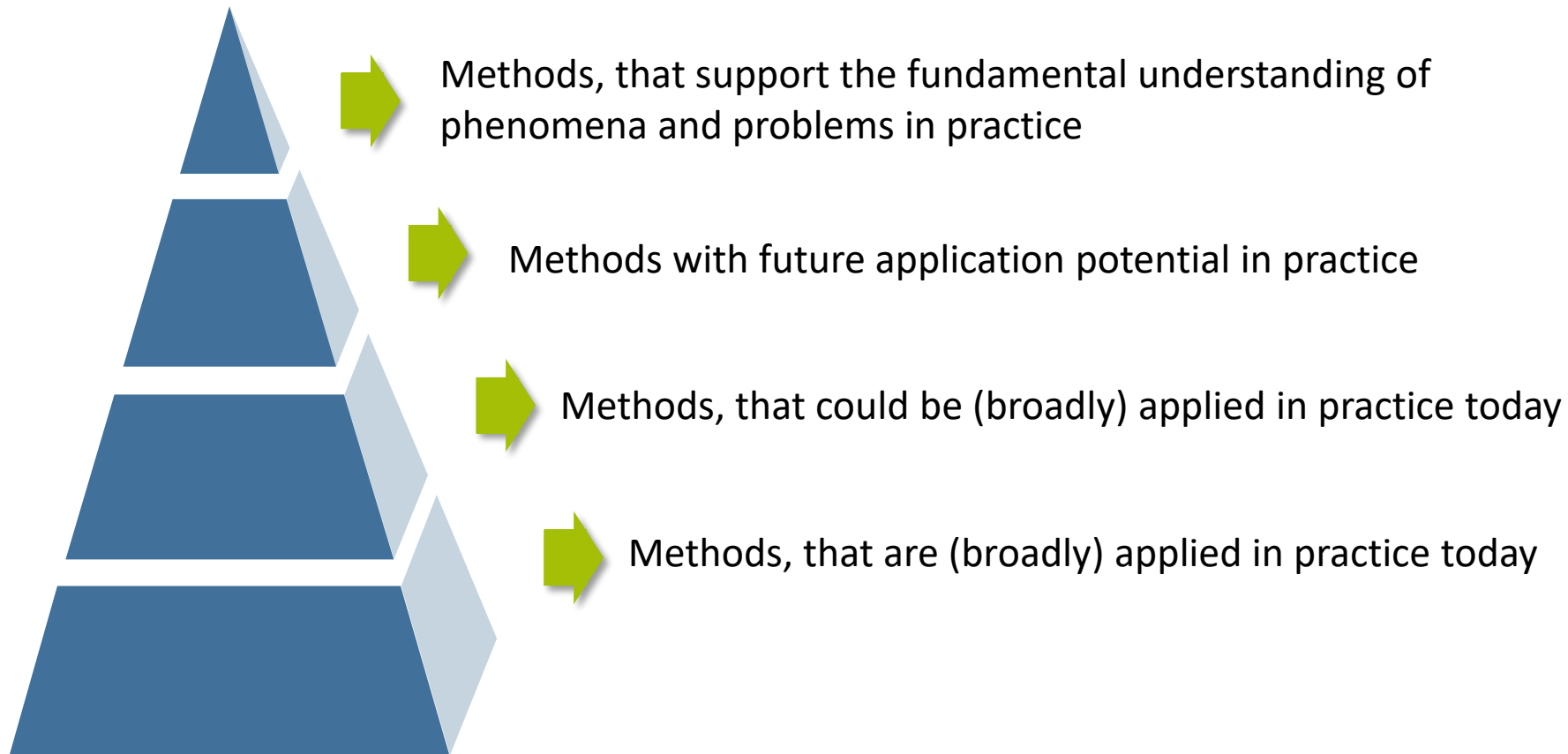


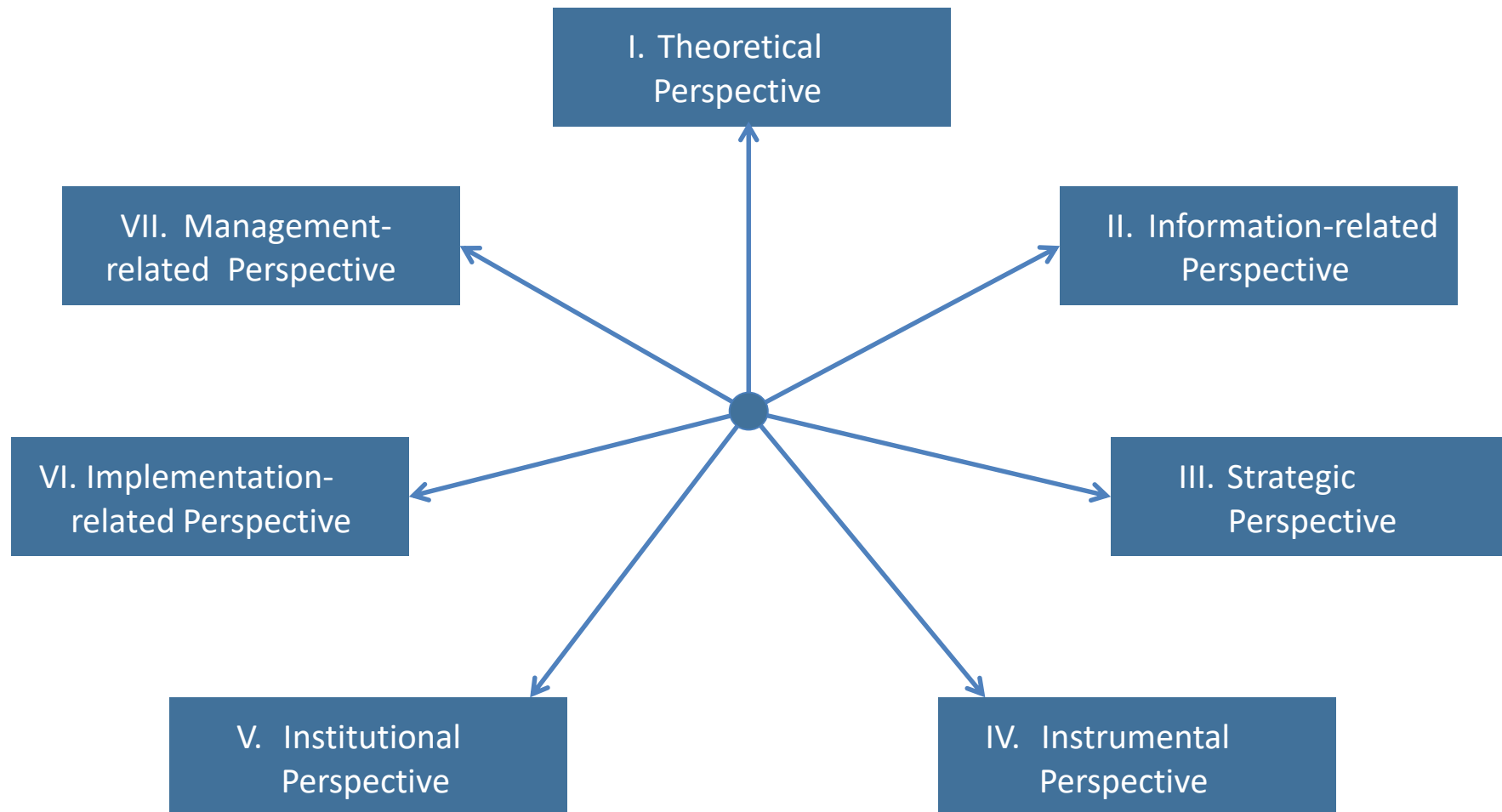


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## **Chair of Business-to-Business Marketing, Sales & Pricing**

**Moritz Tischer, M.Sc.**

- Office Hours: Tuesday, 3:00 – 5:30 pm
- Office: L5,1, 2nd floor, room 209
- Phone: 0621 / 181-3552
- E-Mail: [moritz.tischer@bwl.uni-mannheim.de](mailto:moritz.tischer@bwl.uni-mannheim.de)



## **Chair of Marketing & Innovation**

**Andreas Polthier, M. Sc.**

- Office Hours: By appointment
- Office: L5,1, 1st floor, room 0.02
- Phone: 0621 / 181-3204
- E-Mail: [polthier@bwl.uni-mannheim.de](mailto:polthier@bwl.uni-mannheim.de)



## **Chair of Sales & Services Marketing**

**Mengmeng Niu, M.Sc.**

- Office Hours: By appointment
- Office: L5, 2, room 008-009
- Phone: 0621 / 181-2683
- E-Mail: [mniu@mail.uni-mannheim.de](mailto:mniu@mail.uni-mannheim.de)

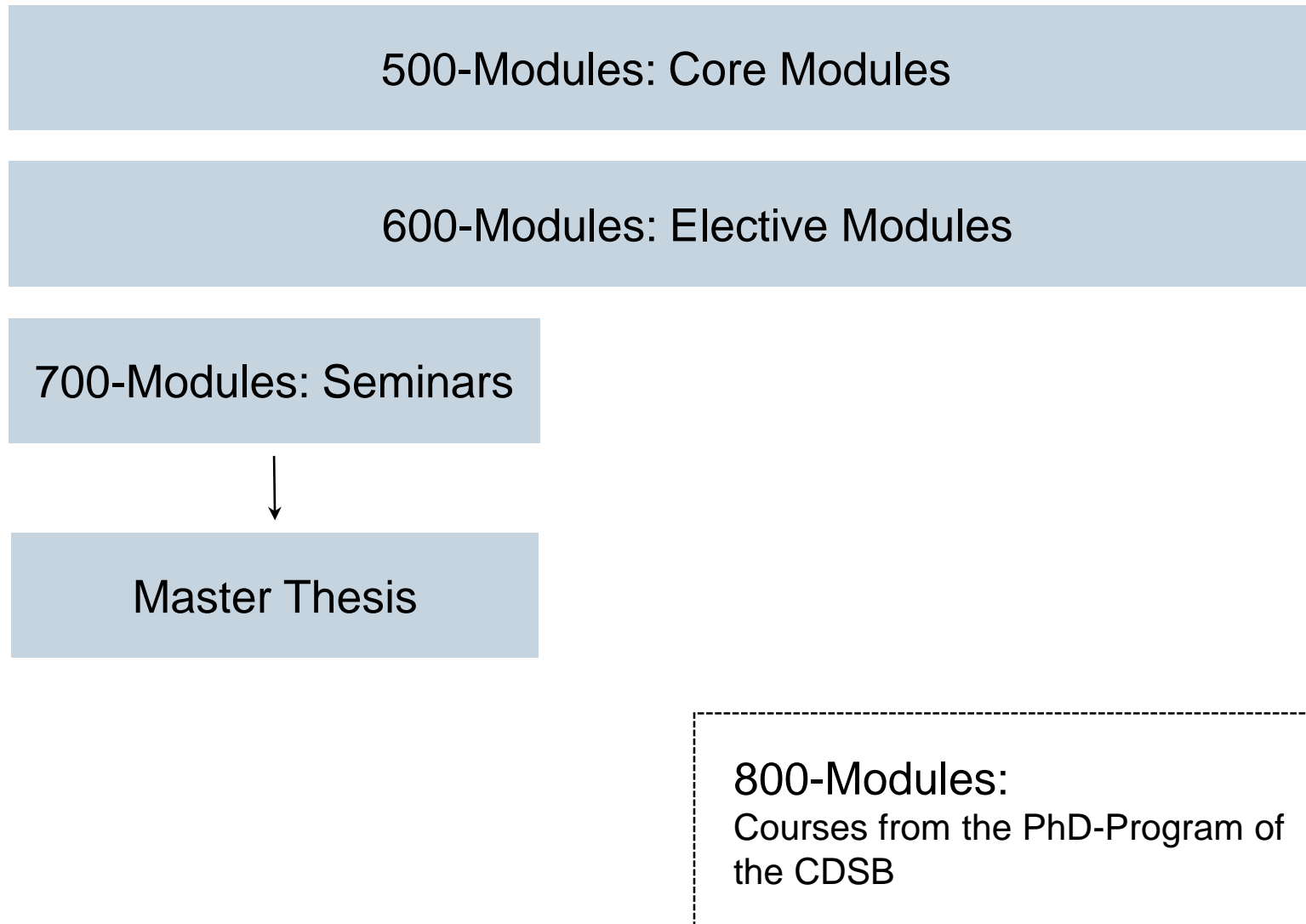


## **Chair of Quantitative Marketing & Consumer Analytics**

**Maximilian Beichert, M.Sc.**

- Office Hours: By appointment
- Office: L5, 2, 2nd floor, room 208
- Phone: 0621 / 181-1563
- E-Mail: [maximilian.beichert@uni-mannheim.de](mailto:maximilian.beichert@uni-mannheim.de)

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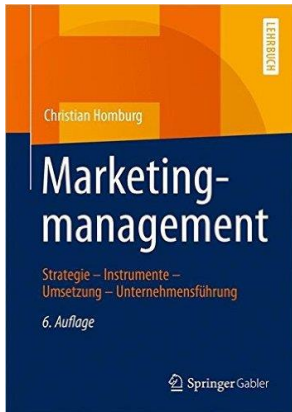


Modules (Module number and Module Name)	ECTS in Fall 18	ECTS in Spring 19
<b>500-Modules</b>		
MKT 510 Price and Product Management	6	
MKT 520 Market Research		6
MKT 531 Marketing Theory		4
MKT 545 Customers, Markets, and Firm Strategy		6
MKT 560 Services Marketing	4	
MKT 580 Digital Marketing Strategy	4	4
CC 503 Empirical Methods	6	6
<b>600-Modules</b>		
MKT 611 Sales Management and Customer Relationship Management		4
MKT 612 Business-to-Business Marketing	2	
MKT 613 Negotiation Management	2	
MKT 614 Communications Management		4
MKT 621 Global Marketing		4
MKT 622 Country Manager		2
MKT 623 Strategic Marketing Management Simulation	2	
MKT 661 Consumer Behavior		2
MKT 662 Interactive Marketing		6
MKT 663 Branding and Brand Management		4
MKT 664 Brand Strategy Seminar	2	
<b>700-Modules</b>		
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

Modules (Module number and Module Name)	Date	Lecturer	Person in charge
<b>500-Modules</b>			
<b>MKT 510 Price and Product Management</b>			
Price and Product Management (Lecture)	Mon, 10:15, SN 169 (starts 03.09.2018) – first half of semester Thu, 8:30, SN 169 (starts 09.09.2018) – first half of semester	Prof. Dr. Dr. h.c. mult. Christian Homburg	Dominik Wielgos, M.Sc.
Exercise Class Price and Product Management	Thu, 8:30, SN 169 (starts 11.10.2018) – second half of semester	Dominik Wielgos, M.Sc.	Dominik Wielgos, M.Sc.
<b>MKT 560 Services Marketing</b>			
Services Marketing (Lecture)	Wed, 12:00, M 003 (starts 05.09.2018)	Prof. Dr. Florian Kraus	Mengmeng Niu, M.Sc.
<b>MKT 580 Digital Marketing Strategy</b>			
Digital Marketing Strategy (Lecture)	Tue, 13:45, O 145 (starts 04.09.2018)	Dr. Sergej von Janda	Madeline Barth, M.Sc.
<b>CC 503 Empirical Methods</b>			
Empirical Methods (Lecture)	Wed, 13:45, M 003 (starts 05.09.2018)	Prof. Dr. Arnd Vomberg	Prof. Dr. Arnd Vomberg
Exercise Class Empirical Methods	Wed, 15:30, M 003 (starts 03.10.2018)	Prof. Dr. Arnd Vomberg	Prof. Dr. Arnd Vomberg

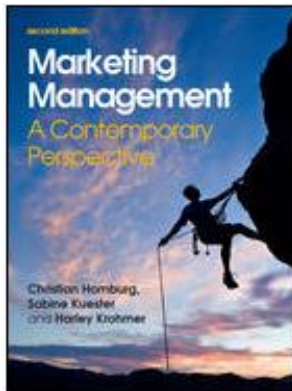
Modules (Module number and Module Name)	Date	Lecturer	Person in charge
<b>600-Modules</b>			
<b>MKT 612 Business-to-Business Marketing</b>			
Business-to-Business Marketing (Lecture)	Fr, 21.09.2018, 10:15am-13:30pm, O151 Fr, 28.09.2018, 10:15am-13:30pm, O151 Fr, 12.10.2018, 10:15am-13:30pm, O151	Prof. Dr. Florian Kraus	Mengmeng Niu, M.Sc.
<b>MKT 613 Negotiation Management</b>			
Negotiation Management (Lecture) (only in German!)	Fr, 14.09.2018 (1.00 pm - 6.00 pm), L9 1-2, 001 Sat, 15.09.2018 (9.00 am - 6.00 pm), L9 1-2, 004	Dr. Clemens Jüttner Guido Böttcher (Chair Prof. Dr. Florian Kraus)	Maximilian Gärth, M.Sc.
<b>MKT 623 Strategic Marketing Management Simulation</b>			
Strategic Marketing Management Simulation (Computer Simulation)	Kickoff: Thu, 18.10.2018 10:15, O 048  Simulation Day: Thu, 08.11.2018 09:00 - 17:00, L7, 3-5, Room 3.58 (WI-Pool)	Oliver Borchers, M.Sc.	Oliver Borchers, M.Sc.
<b>MKT 664 Brand Strategy Seminar</b>			
Brand Strategy (Seminar)	Further information is available on the chair's homepage and portal2	Prof. Dr. Florian Stahl	Dr. Veronica Valli

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## Marketingmanagement

Homburg, Christian (2017), Marketingmanagement: Strategie – Instrumente – Umsetzung – Unternehmensführung, 6th ed., Wiesbaden.



## Marketing Management: A Contemporary Perspective

Homburg, Christian, Kuester, Sabine, Krohmer, Harley (2013), Marketing Management: A Contemporary Perspective, 2nd ed., Maidenhead, UK.



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## Information regarding the Master Thesis

- Development of a marketing specific topic from a scientific perspective
- Individual supervision at the chairs

Prerequisites for the Preparation of the Master Thesis (valid for the cohort starting in Fall Term 2012 and thereafter)	
	<ul style="list-style-type: none"><li>▪ MKT 510 and</li><li>▪ MKT 520 and</li><li>▪ one more 500 - Marketing - Module and</li><li>▪ Research Seminar: MKT 710/720/730/740</li></ul>

- The Research Seminar prepares for a master thesis at one of the Marketing chairs
- **Recommendation:** Write the seminar paper and the master thesis at the same chair (although the Research Seminars are mutually accepted by all chairs of The Area Marketing & Sales)
- Application for the **Seminars in Spring Semester 2019** at the end of Fall Semester 2018

**Please pay attention to the registration and application deadlines for the Seminars (check homepages of the chairs regularly).**

## Further Information:

- Chair of Prof. Homburg:
  - Contact person for MKT 710 Research Seminar: Marcus Theel, M.Sc.
  - Contact person for Master Thesis: Moritz Tischer, M.Sc.
  - Information session regarding seminar paper and master thesis takes place in Spring Semester 2019 (date will be announced in time on the homepage)
- Chair of Prof. Kuester:
  - Contact person for MKT 730 Research Seminar: Markus Welle, M. Sc.
  - Contact person for Master Thesis: Dr. Sergej von Janda
- Chair of Prof. Kraus:
  - Contact person for MKT 740 Research Seminar: Mengmeng Niu, M.Sc.
  - Contact person for Master Thesis: Mengmeng Niu, M.Sc.
- Chair of Prof. Stahl:
  - Contact person for MKT 720 Research Seminar: Dr. Sabrina Haas
  - Contact person for Master Thesis: Prof. Dr. Florian Stahl

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- is a new Master's program at the University of Mannheim
- is a Master of Science in Business Administration with a clear focus on quantitative research
- is ideal for students
  - aiming at the PhD program or
  - striving for a career in a quantitative area of Business
- offers unique career opportunities
- offers the possibility to shorten the PhD program at the University of Mannheim by one year
- is one of the first programs of this kind in Germany

- In the **MMBR Master of Science in Marketing** students learn how data can be used to drive marketing and management decision-making through quantitative analysis.
- The MMBR program in Marketing is geared towards students who strive for
  - a management position in which **analytical skills** matter or
  - a postgraduate academic career in the domain of **quantitative marketing**.

500-Modules: Core Modules

600-Modules: Elective Modules

Master Thesis

## **Additional doctoral courses in the MMBR**

800-Modules: Basic courses of the PhD program

900-Modules: Advanced courses of the PhD program

## First semester

Field	C/E <sup>1</sup>	Name of Module		ECTS
M <sup>2</sup>	C	CC 502	Applied Econometrics	6
MKT <sup>3</sup>	P	MKT 510	Price and Product Management	6
MKT	E	MKT 540	Marketing Strategy	8
MKT	E	MKT 560	Services Marketing	4
ECO <sup>5</sup>	E	E 601	Advanced Microeconomics	10



## Second semester

Field	C/E	Name of Module		ECTS
M	C	CC 503	Empirical Methods	6
M	C	MKT 520	Market Research	6
MKT	C	MKT 545	Customers, Markets and Firm Strategy	6
MKT	C	MKT 661	Consumer Behavior	2
MKT / M / ECO	E	MKT 531/614/ 621/662/ 663 / MAN 648 / E 505/ 508/521/ 551/ 564/ 574/596	Marketing Theory / Communication Management / Global Marketing / Interactive Marketing / Branding and Brand Management / Incentives and Performances / Industrial Organization: Markets and Strategies / Multiple Time Series Analysis / Methods in Empirical Industrial Organization / Experimental Methods in Economics / Impact Evaluation, Treatment Eff, Causal Analysis / Internet Economics / Psychology and Economics	4-14
MKT / M / ECO	E	MKT 531/614/ 621/662/ 663 / MAN 648 / E 505/ 508/521/ 551/ 564/ 574/596	Marketing Theory / Communication Management / Global Marketing / Interactive Marketing / Branding and Brand Management / Incentives and Performances / Industrial Organization: Markets and Strategies / Multiple Time Series Analysis / Methods in Empirical Industrial Organization / Experimental Methods in Economics / Impact Evaluation, Treatment Eff, Causal Analysis / Internet Economics / Psychology and Economics	4-14
MKT / M / ECO	E	MKT 531/614/ 621/662/ 663 / MAN 648 / E 505/ 508/521/ 551/ 564/ 574/596	Marketing Theory / Communication Management / Global Marketing / Interactive Marketing / Branding and Brand Management / Incentives and Performances / Industrial Organization: Markets and Strategies / Multiple Time Series Analysis / Methods in Empirical Industrial Organization / Experimental Methods in Economics / Impact Evaluation, Treatment Eff, Causal Analysis / Internet Economics / Psychology and Economics	4-14

## Third semester

Field	C/E	Name of Module		ECTS
M	C	MKT 903	Advanced Business Econometrics	6
M	C	MKT 703	Advanced Econometrics I	8
MKT	C	MKT 801	Fundamentals of Marketing Research	6
MKT	C	MKT 910	Area Seminar	1
MKT / M / ECO	E	E 601/855 XXX	Advanced Microeconomics / Empirical Industrial Organization (Static Models) / Statistics in R and beyond / Experimental Design, Analysis of Variance, and Linear Modeling / Multivariate Analysis / Cross-sectional Analysis / Advanced Social and Economic Cognition / Game Theory / Advanced Quantitative Methods / Bayesian Statistics	2-10
MKT / M / ECO	E	E 601/855 XXX	Advanced Microeconomics / Empirical Industrial Organization (Static Models) / Statistics in R and beyond / Experimental Design, Analysis of Variance, and Linear Modeling / Multivariate Analysis / Cross-sectional Analysis / Advanced Social and Economic Cognition / Game Theory / Advanced Quantitative Methods / Bayesian Statistics	2-10

## Fourth semester

Field	C/E	Name of Module		ECTS
MKT	C	MKT 802	Marketing Theories	6
MKT	C	MKT 901	Designing Marketing Research Proj	6
MKT	C	MKT 910	Area-Seminar	1
Thes <sup>6</sup>	C		Master Thesis	15
MKT / ECO	E	MKT 902/ E 878 / XXX	Advances in Marketing Research / Advanced PhD Seminar in Experimental Economics / Research in Social Cognition / Research in Cognitive Psychology	3-6

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- Please read the detailed **Module Catalogue** and keep in mind that for some courses it is mandatory to fulfill certain **prerequisites**
- All information can also be found on the **websites of the chairs!**
- Students of „M.A. Kultur und Wirtschaft“ can attend all 500-Modules as well as specific 600-Modules

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