

Information Session

Marketing & Sales in the MMM program



Area Marketing & Sales

06.09.2021





Area Marketing & Sales

Chair of Business-to-Business Marketing, Sales & Pricing (Prof. Dr. Dr. h.c. mult. Christian Homburg)

Chair of Marketing & Innovation (Prof. Dr. Sabine Kuester)

Chair of Sales & Services Marketing (Prof. Dr. Florian Kraus)

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

Chair of Digital Marketing & Marketing Transformation (Prof. Dr. Arnd Vomberg)

Area Marketing & Sales

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Agenda

- A** The Area – Marketing & Sales Chairs
- B** The Institute for Market-Oriented Management (IMU)
- C** Why study Marketing & Sales?
- D** Our Concept of Marketing & Sales Education
- E** Contact for Students
- F** Lectures
- G** Recommended Literature
- H** Master's Thesis in Marketing & Sales
- I** Additional Information

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The Area Marketing & Sales



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 Management (IMU)
- For more information see: homburg.bwl.uni-mannheim.de

Courses offered at Master level

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

- Areas of Expertise: Digital Marketing, International Marketing, Marketing Management, Marketing of Innovations and Marketing Strategy
- Director of the Institute for Market-Oriented Management (IMU)
- For more information see: kuester.bwl.uni-mannheim.de

Courses offered at Master level

MKT 570 Marketing of Innovations

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

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

Courses offered at Master level

MKT 520 Market Research

MKT 561 Service Business Model Innovations

MKT 612 Business-to-Business Marketing

MKT 613 Negotiation Management

MKT 740 Research Seminar



The Area Marketing & Sales



Chair of Quantitative Marketing & Consumer Analytics

Prof. Dr. Florian Stahl

- Areas of Expertise: Empirical Quantitative Marketing, Consumer Behavior, Marketing Analytics and Social Media Marketing
- Academic Director of the Mannheim Master in Management Analytics at Mannheim Business School (Full-time and Part-time MBA)
- For more information see: <https://www.bwl.uni-mannheim.de/en/quantitativemarketing/>

Courses offered at Master level

MKT 511 Marketing Analytics

MKT 531 Marketing Theory

MKT 545 Customers, Markets and Firms 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 & Marketing Transformation

Prof. Dr. Arnd Vomberg

- 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

Courses offered at Master level

CC 503 Empirical Methods

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The Institute for Market-Oriented Management (IMU)



Area Marketing & Sales

06.09.2021

11

The Institute for Market-Oriented Management (IMU)

Your benefits

Guest Lectures

IMU Spring
Conference

Company
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](#)


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Marketing & Sales – An Overview

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

Facets of Marketing & Sales	
Company External	Company Internal
<p>Conception and implementation of market-oriented activities of a company with regard to (potential) buyers of the products.</p> <p>These market-oriented activities include the systematic generation of information about market conditions as well as the design of the marketing mix.</p>	<p>Creating the necessary conditions within the company for the implementation of the market-oriented activities.</p> <p>This includes especially the management of the entire company according to the guiding principle of market orientation.</p>

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

Why study Marketing & Sales During the MMM

- Companies know of the high reputation of the University's Marketing and Sales Area
- While the MMM itself is at the top in Germany and 14th worldwide, when it comes to Marketing & Sales, Mannheim **rank second worldwide**¹!!
- Throughout the years, there has always been broad acceptance with regard to Marketing's and Sales' importance within companies:



**Harvard
Business
Review**

More Universities Need to Teach Sales

"[S]tudies show that jobs in sales are among the highest in career lifetime value [...]."

"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)

"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)

Forbes

Marketing Matters Now More Than Ever

Source: ¹ <https://www.uni-mannheim.de/news/financial-times-masters-in-management-ranking-2018/>

Area Marketing & Sales

06.09.2021

Job-Related Perspectives in Marketing and Sales

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 Customer Relationship Management
- in the field of Digital Marketing / Social Media Marketing

Sales

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

Business Consulting

- in Strategy Consulting
- in Marketing and Sales
- in Internal Marketing Consultancies

Market Research Institutes

- as Marketing Manager
- as Research Manager
- as Consultant in different research fields
- as Data Analyst

Advertising and Event Agencies

- in Project Management
- in Strategic Planning
- in the Creative Area

...

• ...

Average Gross Salary by Department

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

Department	Average Gross Salary*
Marketing / Sales	96,752 €
Engineering	82,082 €
IT	83,799 €
Human Resource	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.

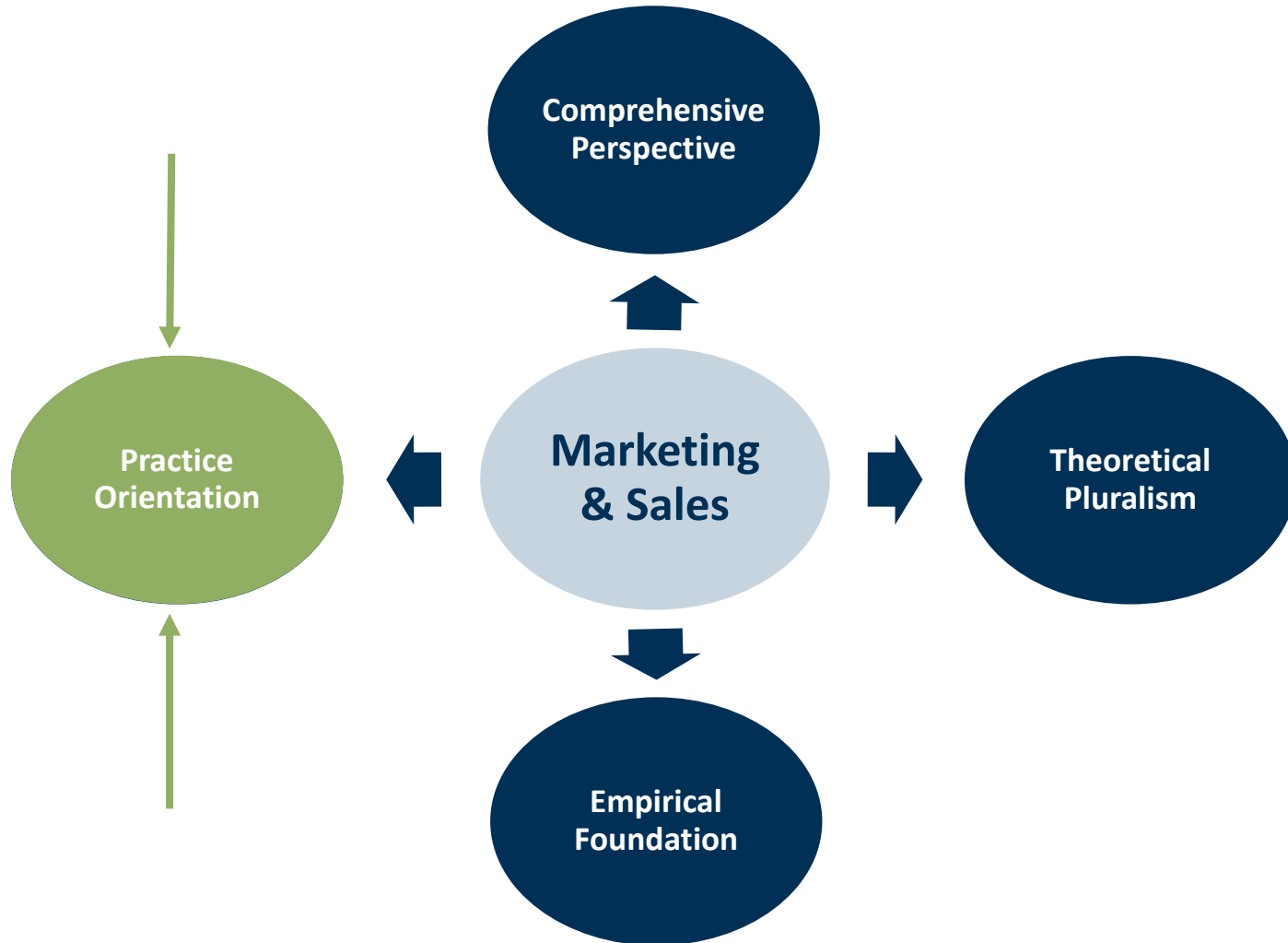
Requirements for Graduates in Marketing and Sales



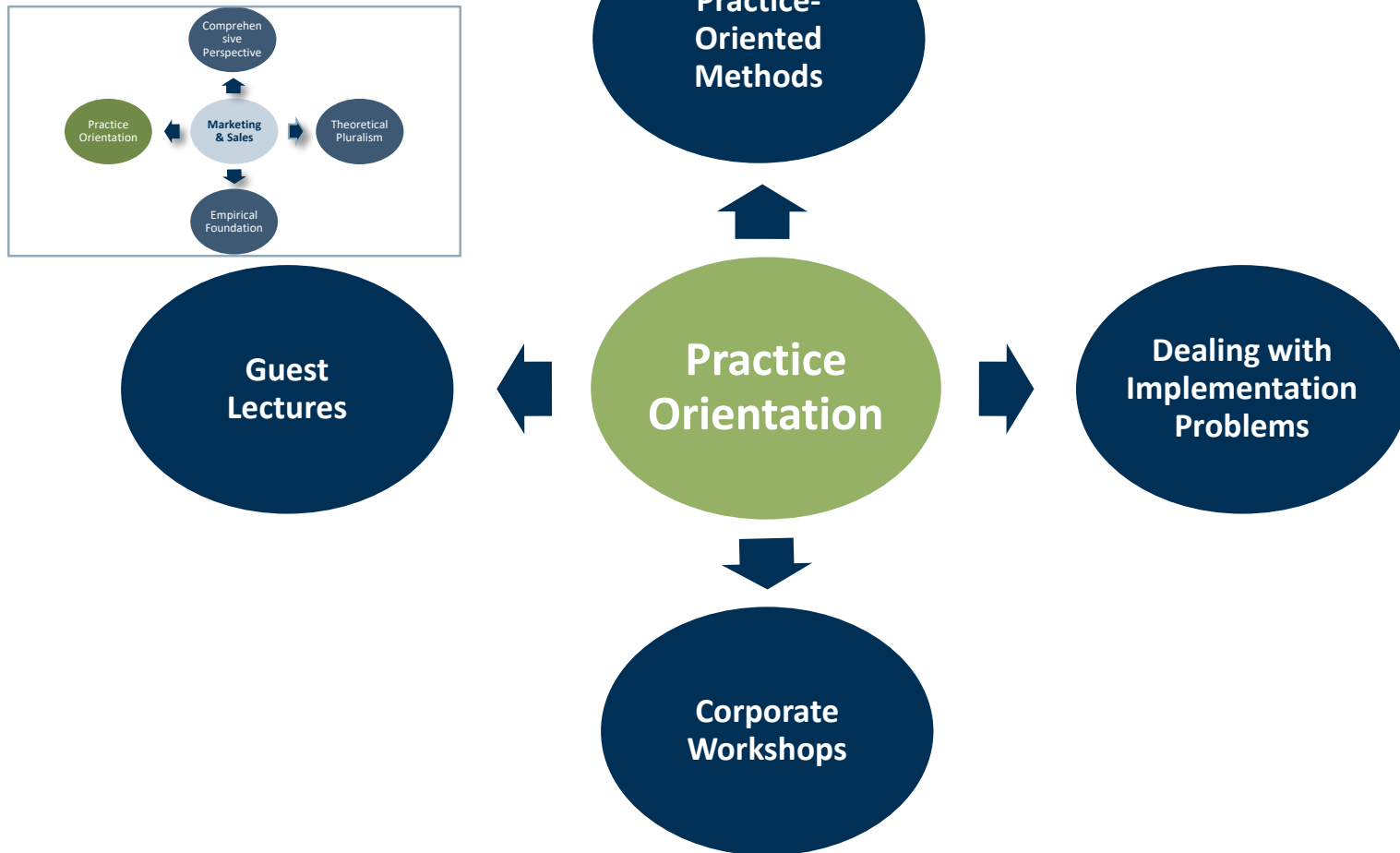
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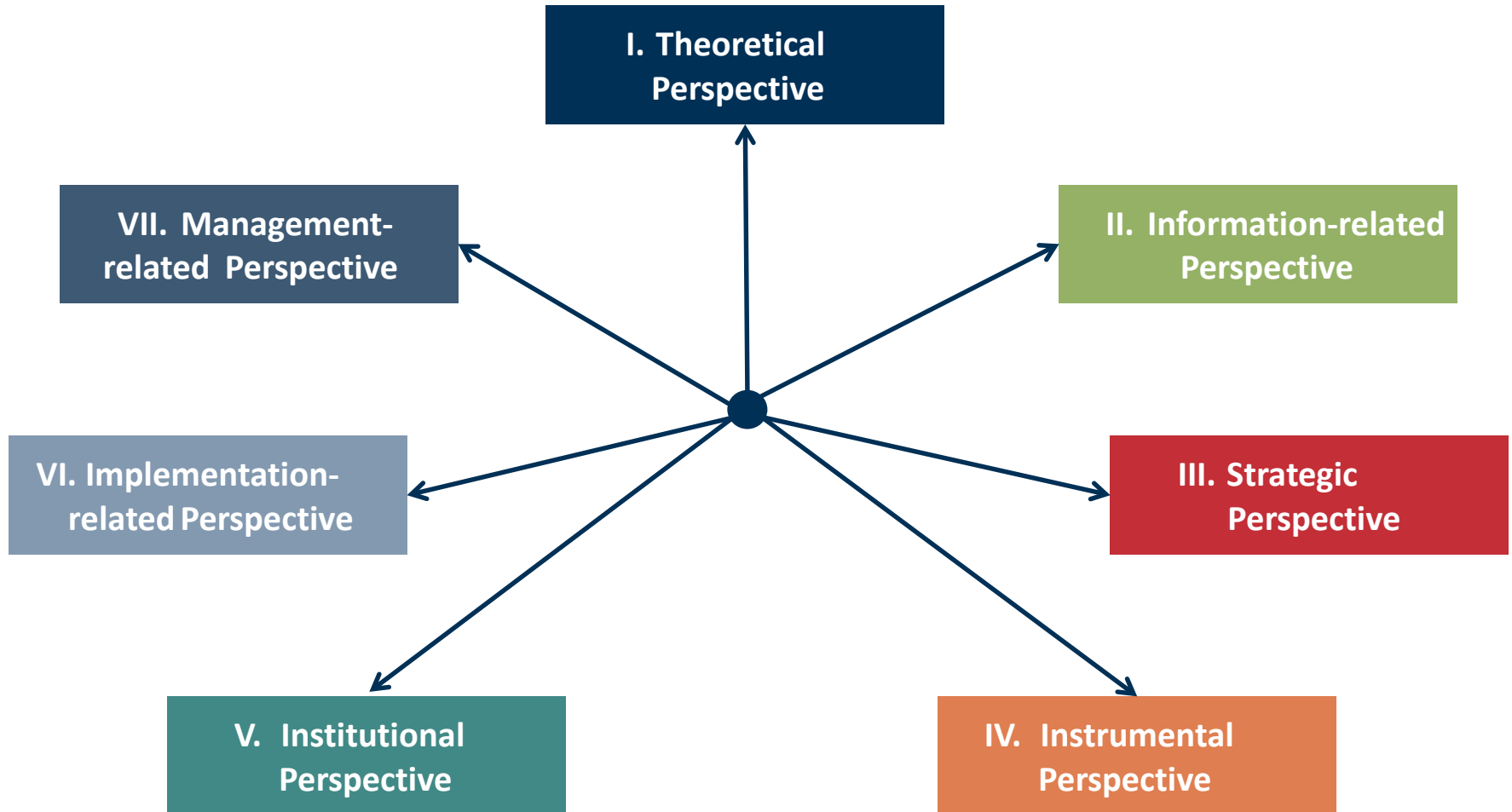
Principles of Marketing & Sales Education



Aspects of Practice Orientation



The Seven Principles of Marketing & Sales



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Contact Persons for Students (1)



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

Moritz Tischer, M.Sc.

- Office Hours: By appointment
- Office: L5, 1, 2nd floor, room 2.09
- Phone: 0621 / 181-3552
- E-Mail: moritz.tischer@bwl.uni-mannheim.de



Chair of Marketing & Innovation

Alexander Rupertus, M.Sc.

- Office Hours: By appointment
- Office: L5, 1, ground floor, room 0.02
- Phone: 0621 / 181-xxxx
- E-Mail: rupertus@bwl.uni-mannheim.de

Contact Persons for Students (2)



Chair of Sales & Services Marketing

Mengmeng Niu, M.Sc.

- Office Hours: By appointment
- Office: L5, 2, room 0.08-0.09
- Phone: 0621 / 181-2683
- E-Mail: 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 2.08
- Phone: 0621 / 181-1563
- E-Mail: maximilian.beichert@uni-mannheim.de

Agenda

- A** The Area – Marketing & Sales Chairs
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Fundamental Information on the Module Design

500-Modules: Core Modules

600-Modules: Elective Modules

700-Modules: Seminars



Master's Thesis

Mannheim Master in Management (MMM) – Overview



44-68 ECTS
Flexible
Courses

Business Administration

16 ECTS
Core
Courses

Methods & Key Qualifications

Decision Analysis; CSR; Applied Econometrics or Empirical Methods

12 ECTS
Core
Courses

Business Economics

Business Economics I+II

0-24 ECTS
Optional
Courses

Optional Elective

One elective can be selected

24 ECTS

Master's Thesis

Overview of Modules in the Marketing & Sales Area

Modules (Module Number and Module Name)	ECTS in Fall '21	ECTS in Spring '22
500-Modules		
MKT 510 Price and Product Management	6	
MKT 511 Marketing Analytics		6
MKT 520 Market Research		6
MKT 531 Marketing Theory		4
MKT 545 Customers, Markets and Firm Strategy		6
MKT 561 Service Business Model Innovations	4	
MKT 570 Marketing of Innovations		6
MKT 580 Digital Marketing Strategy	6	
CC 503 Empirical Methods	6	6
600-Modules		
MKT 612 Business-to-Business Marketing	2	
MKT 613 Negotiation Management	2	
MKT 614 Communication Management		4
MKT 615 Sales Management		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	
700-Modules		
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

Area Marketing & Sales Students of „M.A. Kultur und Wirtschaft“ can attend all 500-Modules as well as specific 600-Modules

29

06.09.2021

Lectures in Fall Semester 2021 (1/2)



Modules (Module Number and Module Name)	Dates/Time/Format	Lecturer	Person in charge
500-Modules			
MKT 510 Price and Product Management			
<u>Link to course syllabus</u>	Mon, 10:15 – 11:45 Thu, 08:30 – 10:00 (starts 06.09.2021) Hybrid format	Prof. Dr. Dr. h.c. mult. Christian Homburg	Stefan Hartmann, M.Sc
MKT 561 Service Business Model Innovations			
<u>Link to course syllabus</u>	Wed, 12:00 – 13:30 (starts 08.09.2021) BWL-Zoom-21	Prof. Dr. Florian Kraus	Mengmeng Niu, M.Sc.
MKT 580 Digital Marketing Strategy			
<u>Link to course syllabus</u>	Tue, 13:45 – 15:15 (starts 07.09.2021) – Hybrid format	Prof. Dr. Sabine Kuester	Aleksandar Blečić, M.Sc.
CC 503 Empirical Methods			
	Wed, 10:15 – 11:45 (starts 08.09.2021) Zoom	Prof. Dr. Arnd Vomberg	Prof. Dr. Arnd Vomberg

Lectures in Fall Semester 2021 (2/2)



Modules (Module Number and Module Name)	Dates/Time/Format	Lecturer	Person in charge
600-Modules			
MKT 612 Business-to-Business Marketing			
Link to course syllabus	Fri, 15.10.2021 Fri, 22.10.2021 Fri, 29.10.2021 10:15 – 13:30 BWL-Zoom-03	Prof. Dr. Florian Kraus	Yasid Soufi, M. Sc.
MKT 613 Negotiation Management (only in German!)			
Link to course syllabus	Fri, 15.10.2021 Fri, 29.10.2021 14:00 – 18:00 BWL-Zoom-01	Dr. Clemens Jüttner Guido Böttcher (Chair Prof. Dr. Florian Kraus)	Dr. Maximilian Gärth
MKT 623 Strategic Marketing Management Simulation			
Link to course syllabus	Kickoff: Thu, 07.10.2021 10:15 – 11:45 (Zoom) Simulation Day: Thu, 28.10.2021 09:00 – 17:00 (Zoom) BWL-Zoom-01	Prof. Dr. Sabine Kuester	Angeliki Kalogeraki, M.Sc.
MKT 664 Brand Strategy Seminar			
https://www.bwl.uni-mannheim.de/en/quantitativemarketing/teaching/brand-strategy-seminar/		Prof. Dr. Florian Stahl	Maximilian Beichert, M.Sc.

Core Courses

Mandatory Core Courses	Offered in <i>Fall</i> Semester	Offered in <i>Spring</i> Semester
CC 501 Decision Analysis (6 ECTS)	✓	✓
CC 502 Applied Econometrics <u>or</u> CC 503 Empirical Methods (6 ECTS)	✓	-
	✓	✓
CC 504 Corporate Social Responsibility (4 ECTS)	✓	✓
BE 510 Business Economics I (6 ECTS)	✓	-
BE 511 Business Economics II (6 ECTS)	-	✓

Exemplary Curriculum for Specialization in Marketing & Sales

1st Semester - Fall

Course Title	ECTS
BE 510 Business Economics I*	6
CC 503 Empirical Methods*	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

3rd Semester - Fall

Course Title	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 Research Seminar	6
MAN 645 Leadership and Motivation	6
MAN 657 Global Strategic Management	6

30

2nd Semester - Spring

Course Title	ECTS
BE 511 Business Economics II*	6
CC 501 Decision Analysis*	6
MKT 511 Marketing Analytics	6
MKT 520 Market Research	6
MKT 570 Marketing of Innovations	6

30

4th Semester - Spring

Course Title	ECTS
MKT 531 Marketing Theory	4
MKT 545 Customers, Markets and Firm Strategy	6
Master's Thesis	24

34

$\Sigma = 120$ ECTS

Area Marketing & Sales

06.09.2021

* Core Course

33

Registration Process for Lectures



- While some of the lectures (e.g., MKT 510) are open to all interested Master students, others (e.g., MKT 622) have a **limited number of participants**
- For these restricted courses, an **application via Portal2** is necessary
- For more details, check the **“Documentation and Help” section in Portal 2**, which describes the process step by step
→ Business School - Information about course registration in the master programs (see MMM ILIAS group)

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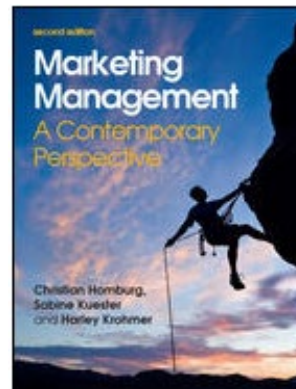
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Recommended Literature for all Master Lectures



Marketingmanagement

Homburg, Christian (2020), Marketingmanagement: Strategie – Instrumente – Umsetzung – Unternehmensführung, 7th 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's Thesis in Marketing & Sales

Thesis

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

Prerequisites

- You are required to have passed the following courses to be eligible to write your Master's Thesis:

Module	Semester offered
– MKT 510 Price and Product Management (or Bachelor level course MKT 301)	Only fall term
– MKT 520 Market Research	Only spring term
– Research Seminar: MKT 710/720/730/740	Both terms

Note on Seminars

- The Research Seminar prepares for a Master's Thesis at one of the Marketing & Sales chairs
 - **Recommendation:** Write the seminar paper and the Master's 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 2022** at the end of Fall Semester 2021
- ➔ **Please pay attention to the registration and application deadlines for the Seminars (check homepages and social media channels of the chairs regularly)!**

Contact Persons for Academic Papers in Marketing & Sales



Chair of Prof. Homburg:

- Contact person for MKT 710 Research Seminar: **Dr. Robin Ruhnau**
- Contact person for Master's Thesis: **Moritz Tischer, M.Sc.**



Chair of Prof. Stahl:

- Contact person for MKT 720 Research Seminar: **Andreas Bayerl, M.Sc.**
- Contact person for Master's Thesis: **Prof. Dr. Florian Stahl**



Chair of Prof. Kuester:

- Contact person for MKT 730 Research Seminar: **Dr. Elisa Konya-Baumbach**
- Contact person for Master's Thesis: **Dr. Sergej von Janda**



Chair of Prof. Kraus:

- Contact person for MKT 740 Research Seminar: **Mengmeng Niu, M.Sc.**
- Contact person for Master's Thesis: **Prof. Dr. Florian Kraus**



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Additional Information



- 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!**

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