

# Information Session

Marketing & Sales in the MMM Program  
Fall Term 2024



# 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 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)

- Director of the Institute of Market-Oriented Management

### 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 [X](#)

### ▪ 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 624: Data Scraping for Analytics and AI using R
- MKT 663 Branding and Brand Management
- MKT 720 Research Seminar

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# Institute for Market-Oriented Management



## IMU Corporate Partners



Diagnosics



Area Marketing & Sales

September 04, 2024





# 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](#)

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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 the overall MMM ranks 3<sup>rd</sup> in Germany and 21<sup>st</sup> worldwide<sup>1</sup>, the Marketing & Sales specialization ranks **2<sup>nd</sup> worldwide**<sup>2</sup>
- High 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

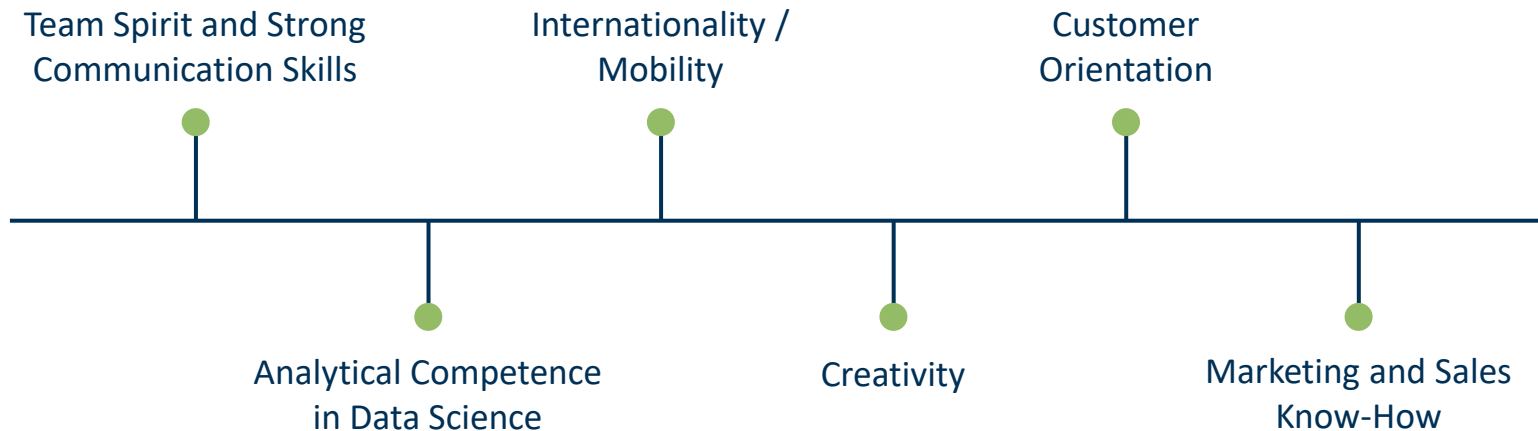
Department	Average Gross Salary*
Marketing / Sales	96,752 €
Engineering	82,082 €
IT	83,799 €
Human Resources	73,446 €
Finance	93,495 €

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

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



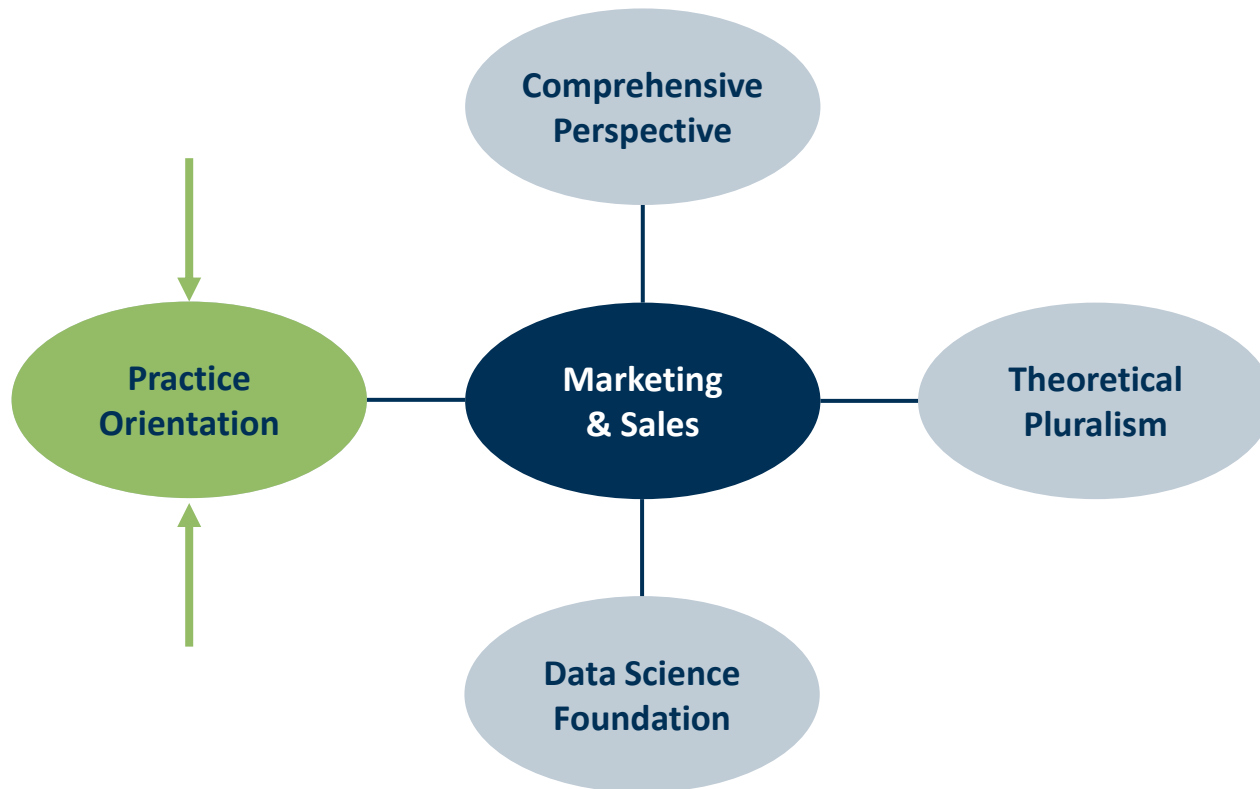
# Requirements for Graduates in Marketing and Sales



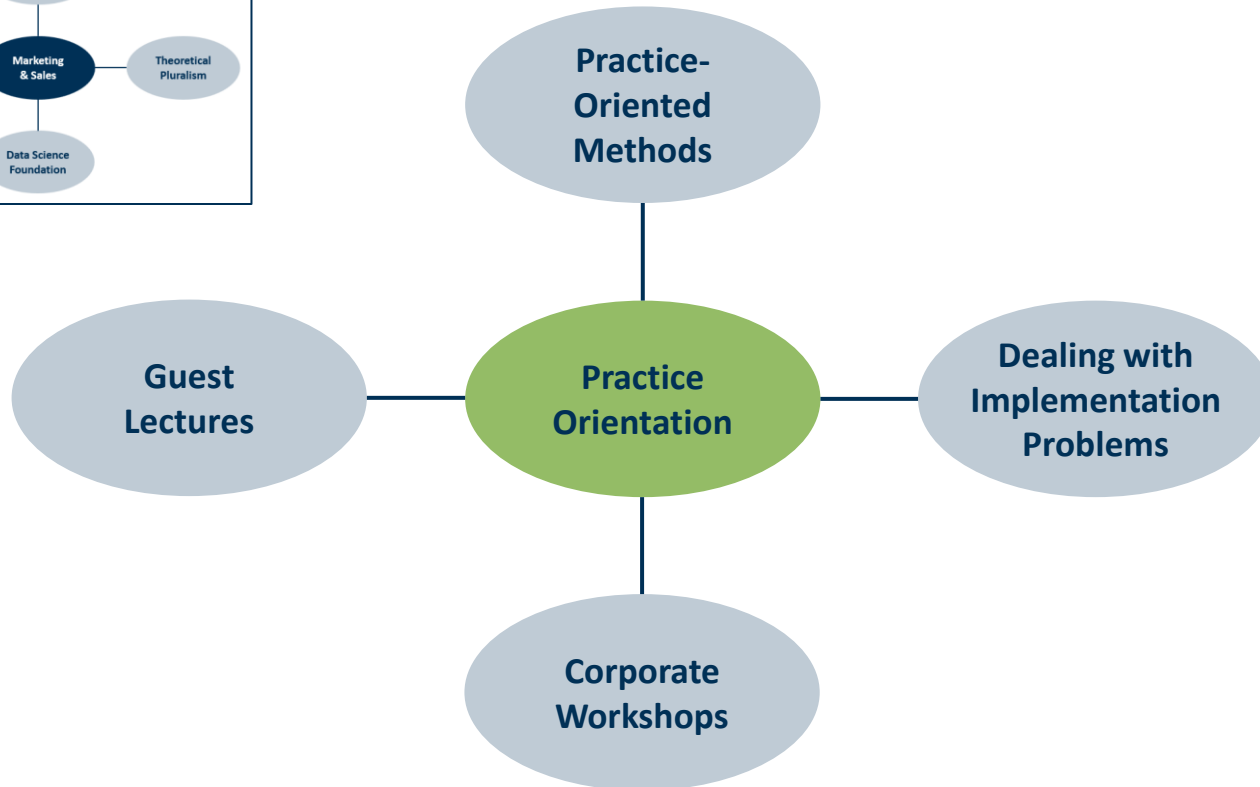
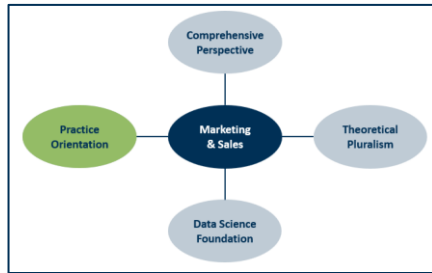
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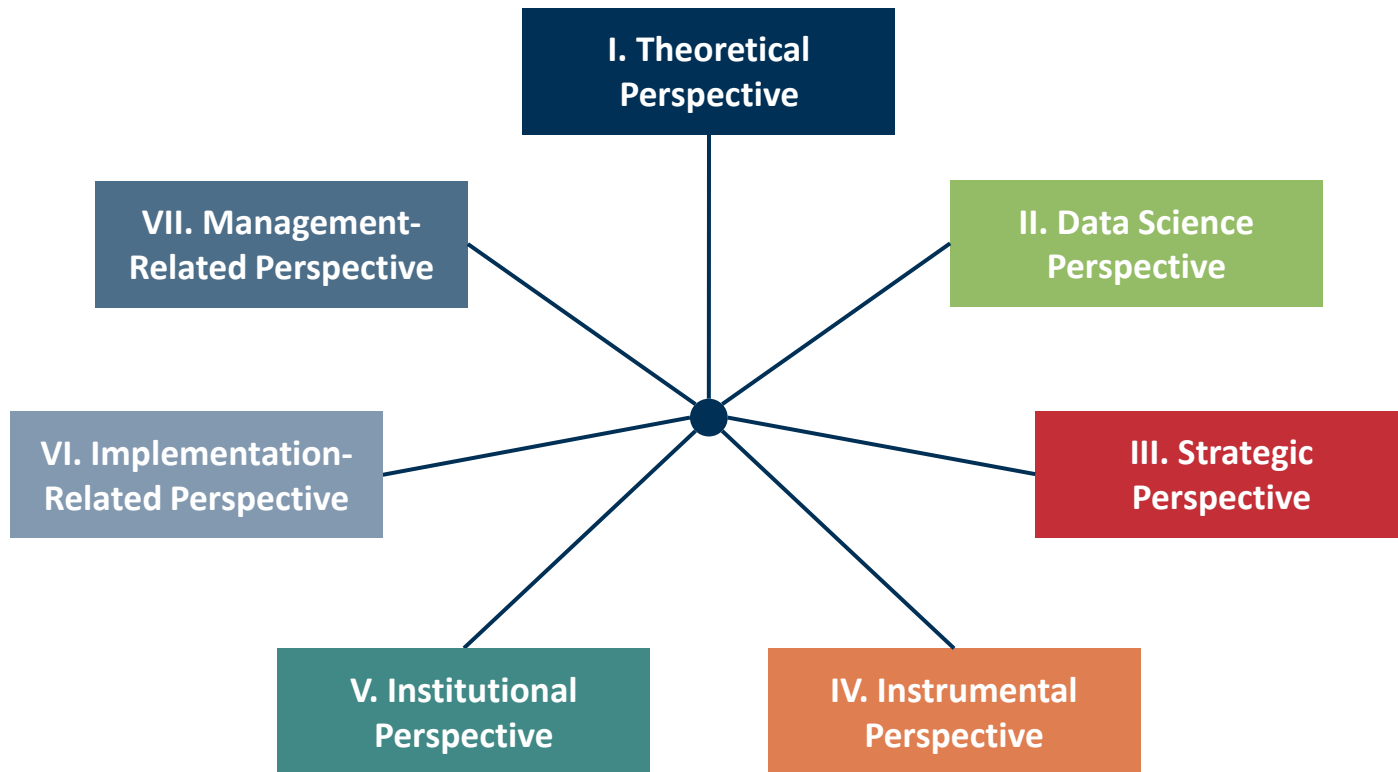
# Principles of Marketing & Sales Education



# Aspects of Practice Orientation



# The Seven Principles of Marketing & Sales

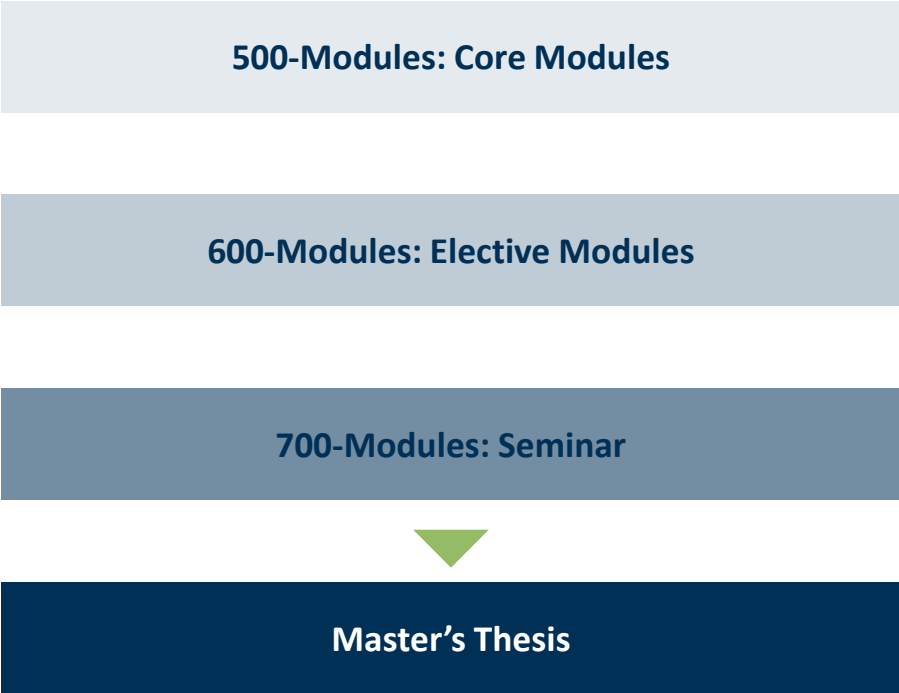


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# General Module Design



# Overview of Modules in Marketing & Sales

## 500-Modules: Core Modules

500-Modules	ECTS in Fall '24	ECTS in Spring '25
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 '24	ECTS in Spring '25
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 624 Data Scraping for Analytics and AI using R		4
MKT 661 Consumer Behavior		2
MKT 663 Branding and Brand Management		4

\* Ab FSS 2026

\*\* Ab HWS 2025

# Overview of Modules in Marketing & Sales

## 700-Modules: Seminar

700-Modules	ECTS in Fall '24	ECTS in Spring '25
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 2024

## 500-Modules: Core Modules

500-Modules	Timings & Room	Person in Charge	Course Administrator
<u>MKT 510 Price and Product Management</u>	Mon, 10:15 – 11:45 (Start 02.09.) SN 169	Prof. Homburg	Alin Schröder
<u>MKT 561 Service Business Model Innovations</u>	Wed, 12:00-13:30 (Start 04.09.) SN 169	Prof. Kraus	Giuliana Francesca Manganaro
<u>MKT 580 Digital Marketing Strategy</u>	Tue, 13:45 – 15:15 (Start 03.09.) O 133	Prof. Kuester	Angeliki Kalogeraki Alexander Rupertus
<u>CC 503 Empirical Methods: Business Analytics I</u>	Wed, 12:00 – 13:30 (Kickoff 11.09.) M 003	Prof. Vomberg	Jan Kleinhans

# Lectures in the Fall Semester 2024

## 600-Modules: Elective Modules

600-Modules	Timings & Room	Person in Charge	Course Administrator
<u>MKT 612 Business-to-Business Marketing</u>	Fri, 10:15 – 13:30 (Start 13.09.) EO 145	Prof. Kraus	Giuliana Francesca Manganaro
<u>MKT 616 Grundlagen der Verhandlungsführung (German)</u>	Fri, 15:30 – 18:45 Wed, 17:15-20:30 (22.11. – 06.12.) SN 163 & SO 108	Prof. Kraus	Dr. Maximilian Gärth Ann-Kathrin Polenz




# Exemplary Curriculum for Specialization in Marketing & Sales

1. Semester (Fall 2024)	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 561 Service Business Model Innovations	4
MKT 612 Business-to-Business-Marketing	2
	<b>28</b>

2. Semester (Spring 2025)	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 545 Customers, Markets and Firm Strategy	6
	<b>30</b>

3. Semester (Fall 2025)	ECTS
MKT 580 Digital Marketing Strategy	6
MKT 616 Grundlagen der Verhandlungsführung	2
MKT 623 Strategic Marketing Management Simulation	2
MKT 710/720/730/740 Research Seminar	6
MAN 645 Leadership and Motivation	6
MAN 657 Global Strategic Management	6
	<b>28</b>

4. Semester (Spring 2026)	ECTS
MKT 663 Branding and Brand Management	4
MKT 531 Marketing Theory – Consumer Behavior and Decision Making	4
MKT 622 Country Manager	2
Master's Thesis	24
	<b>34</b>

 **Σ = 120 ECTS**

\*mandatory core courses

Area Marketing & Sales

September 04, 2024

# Registration Process for Lectures

## Unrestricted Courses

- Most lectures (e.g., MKT 510) are open to all interested Master students
- Upon registration in Portal<sup>2</sup>, you are automatically admitted and can attend the class
- Official registration for the exam still required

## Restricted Courses

- Some lectures (e.g., MKT 580) have a restricted course capacity
- An application and subsequent admission via Portal<sup>2</sup> is strictly necessary
- Exam registration will only be possible for admitted students



**Registration Deadline for Restricted Courses: August, 29**

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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 spring semester 2025 already at the end of the fall semester 2024 → please check websites regularly for information on application deadlines and registration processes
- **Contacts** at the chairs:



**Alin Schröder**  
(Prof. Homburg)



**Aleksandar Blečić**  
(Prof. Kuester)



**Giuliana F. Manganaro**  
(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** 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!**

