

# Information Session



## Marketing & Sales in the MMM and MMBR programs



Area Marketing & Sales

04.09.2019





# 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)

Assistant Professor for Empirical Research Methods (Prof. Dr. Christina Schamp)

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](http://homburg.bwl.uni-mannheim.de)

### Courses offered at Master level

MKT 510 Price and Product Management

MKT 611 Sales and Customer Relationship 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](http://kuester.bwl.uni-mannheim.de)

### Courses offered at Master level

MKT 570 Marketing of Innovations  
(in cooperation with Mercedes-AMG)

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](http://kraus.bwl.uni-mannheim.de)

### Courses offered at Master level

MKT 520 Market Research

MKT 560 Services Marketing

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
- For more information see: <https://www.bwl.uni-mannheim.de/en/quantitativemarketing/>

### Courses offered at Master level

MKT 531 Marketing Theory

MKT 545 Customers, Markets and Firms Strategy

MKT 614 Marketing Communications

MKT 662 Interactive Marketing

MKT 663 Branding and Brand Management

MKT 664 Brand Strategy Seminar

MKT 720 Research Seminar



# The Area Marketing & Sales



## Assistant Professor for Empirical Research Methods

### Prof. Dr. Christina Schamp

- Areas of Expertise: Empirical Research Methods
- 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)



Deutsche Post



FIEGE



L'ORÉAL



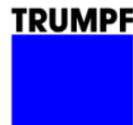
PFALZWERKE



PORSCHE DESIGN



SAINT-GOBAIN  
BUILDING DISTRIBUTION



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# 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 **ranks second worldwide**<sup>1</sup>!!
- 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: <sup>1</sup> <https://www.uni-mannheim.de/news/financial-times-masters-in-management-ranking-2018/>

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# 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	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.

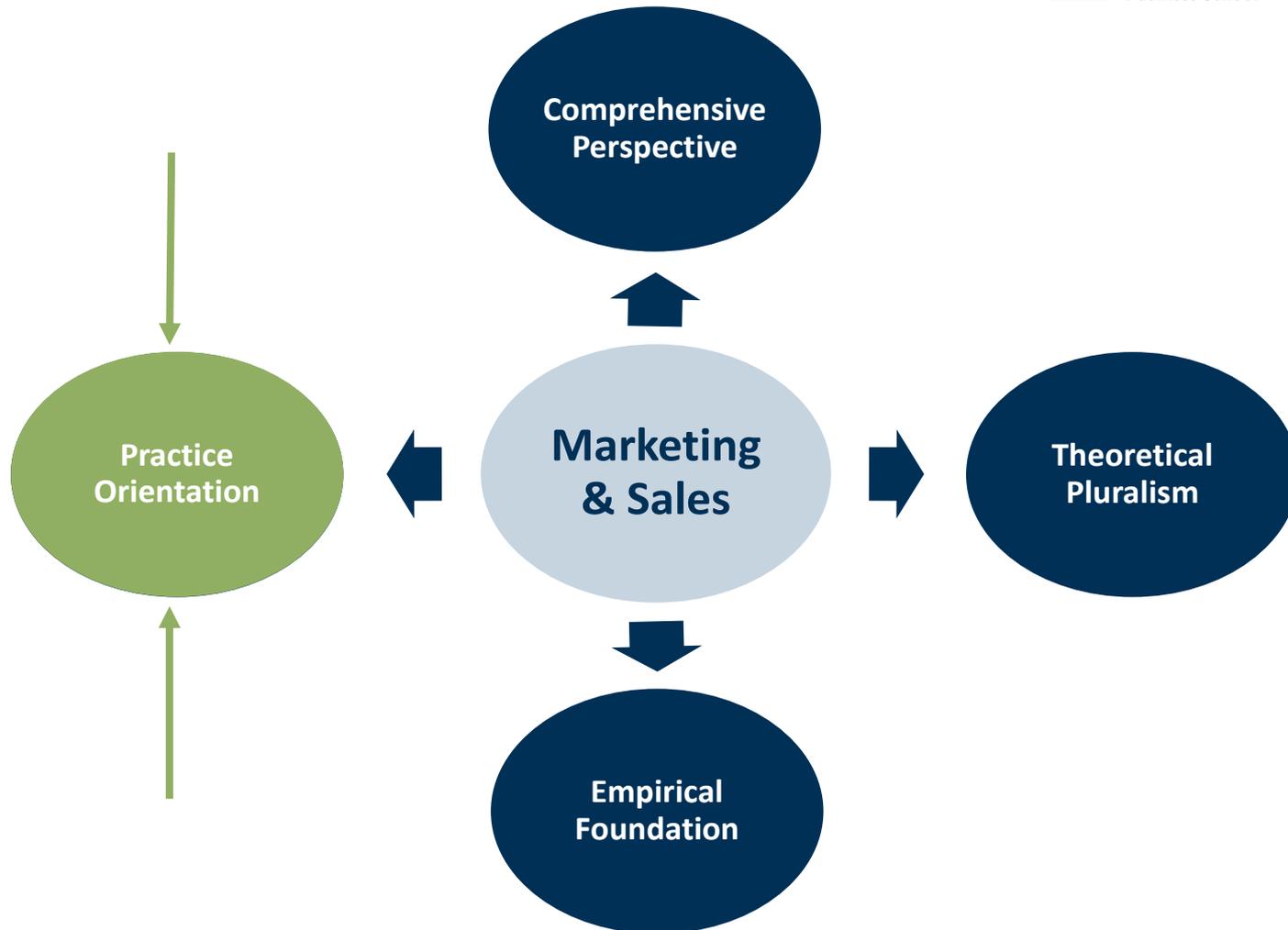
# Requirements for Graduates in Marketing and Sales



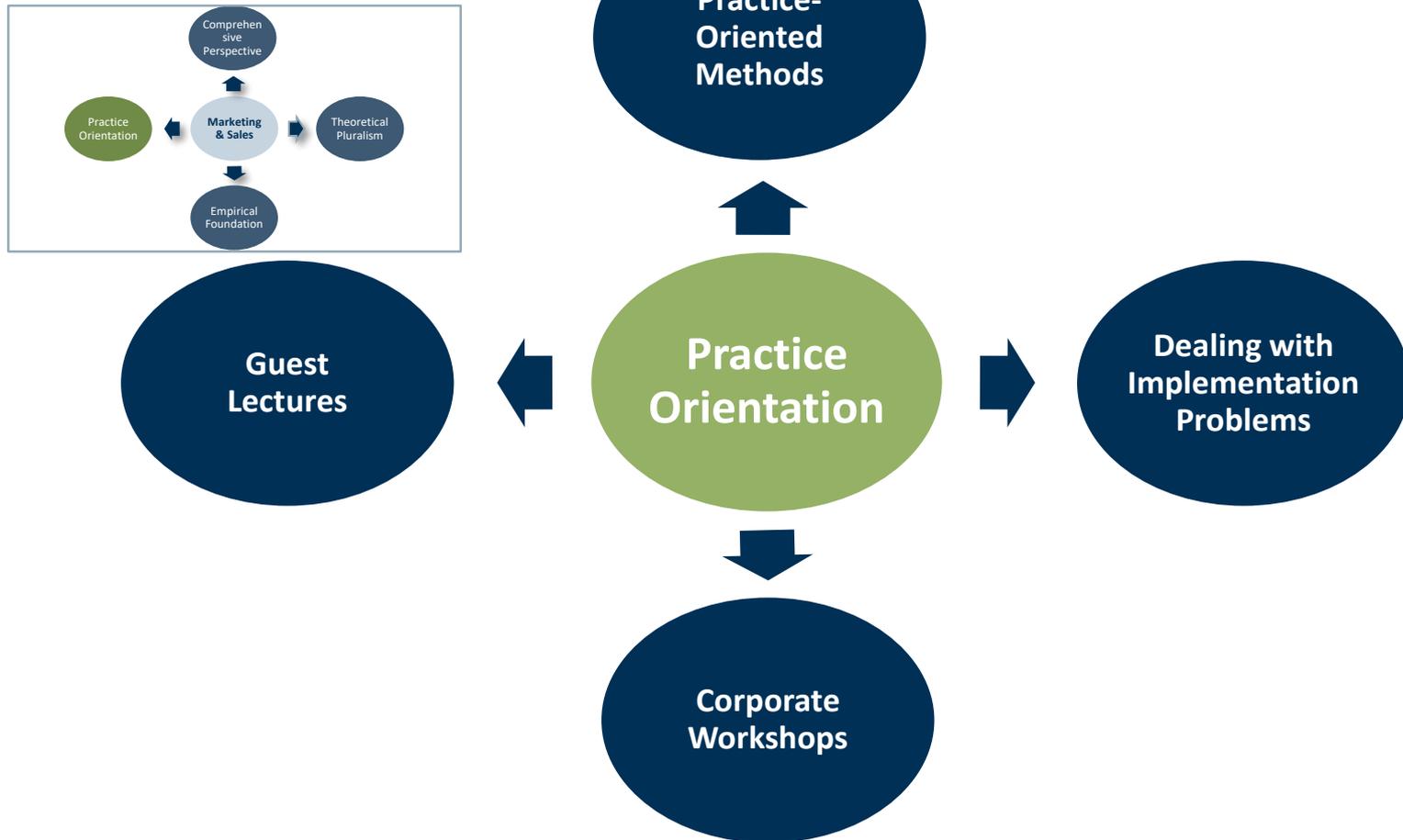
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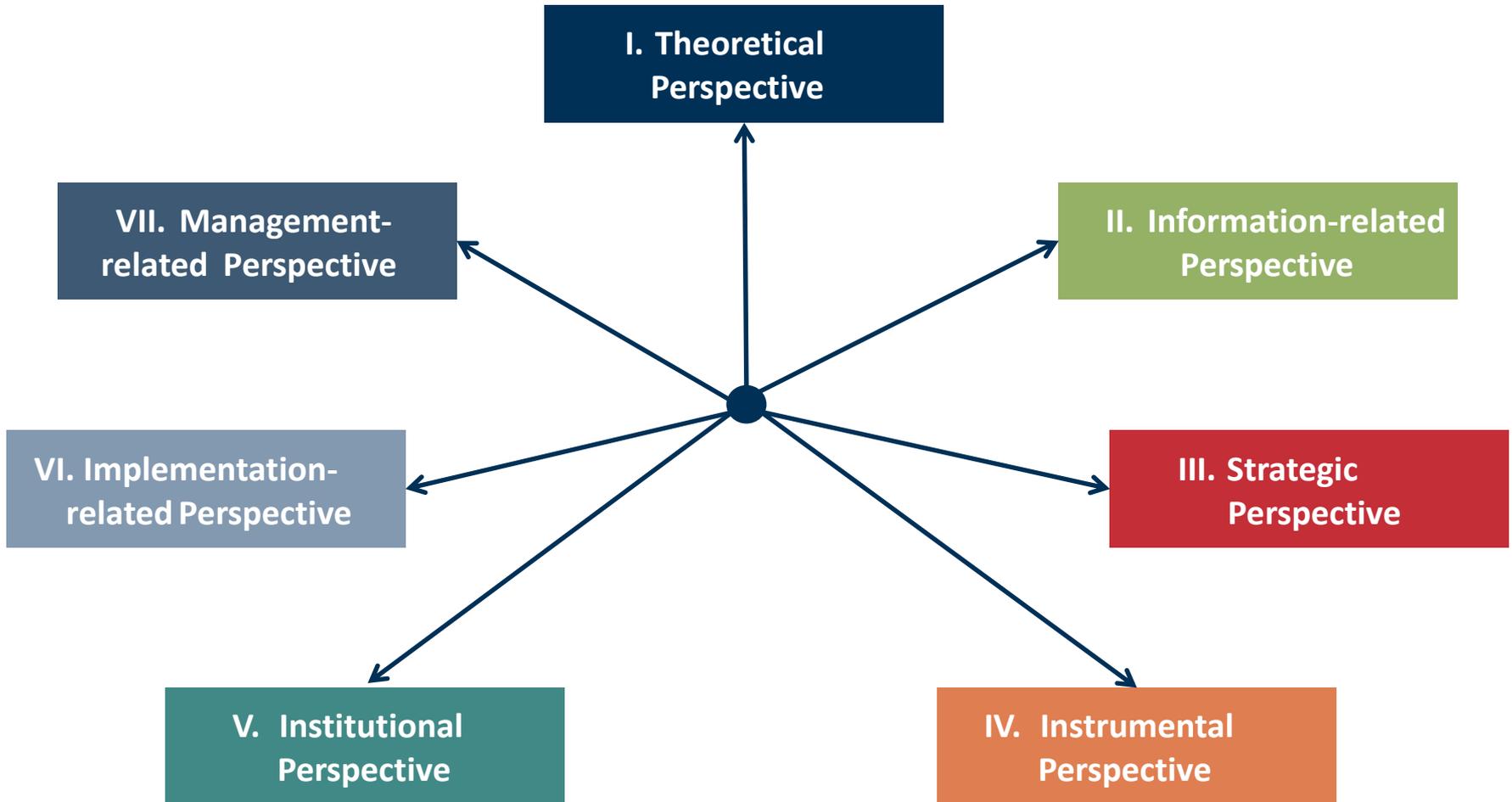
# Principles of Marketing & Sales Education



# 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](mailto:moritz.tischer@bwl.uni-mannheim.de)



## Chair of Marketing & Innovation

**Andreas Polthier, M.Sc.**

- Office Hours: By appointment
- Office: L5, 1, ground floor, room 0.02
- Phone: 0621 / 181-3204
- E-Mail: [polthier@bwl.uni-mannheim.de](mailto:polthier@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](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 2.08
- Phone: 0621 / 181-1563
- E-Mail: [maximilian.beichert@uni-mannheim.de](mailto:maximilian.beichert@uni-mannheim.de)

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# Fundamental Information on the Module Design

**500-Modules: Core Modules**

**600-Modules: Elective Modules**

**700-Modules: Seminars**



**Master's Thesis**

**800-Modules:**

Courses from the PhD-Program  
of the CDSB (open to MMBR)

# 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 '19	ECTS in Spring '20
<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	
<b>MKT 570 Marketing of Innovations (with AMG; new!)</b>	4	
MKT 580 Digital Marketing Strategy	6	6
CC 503 Empirical Methods	6	6
<b>600-Modules</b>		
MKT 611 Sales Management and Customer Relationship Management		N/A (Research Semester)
MKT 612 Business-to-Business Marketing	2	
MKT 613 Negotiation Management	2	
MKT 614 Communication Management		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

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

# Lectures in Fall Semester 2019 (1/2)



Modules (Module Number and Module Name)	Dates/Time	Lecturer	Person in charge
<b>500-Modules</b>			
<b>MKT 510 Price and Product Management</b>			
<a href="https://www.bwl.uni-mannheim.de/en/homburg/teaching/course-offerings/master-courses/mkt-501-price-and-product-management/">https://www.bwl.uni-mannheim.de/en/homburg/teaching/course-offerings/master-courses/mkt-501-price-and-product-management/</a>	<b>Mon, 10:15 – 11:45</b> <b>Thu, 08:30 – 10:00</b> (starts 02.09.2019)	Prof. Dr. Dr. h.c. mult. Christian Homburg	Alexandra Rudi, M.Sc
<b>MKT 560 Services Marketing</b>			
<a href="https://www.bwl.uni-mannheim.de/en/kraus/teaching/master-level/mkt-560-services-marketing/">https://www.bwl.uni-mannheim.de/en/kraus/teaching/master-level/mkt-560-services-marketing/</a>	<b>Wed, 12:00 – 13:30</b> (starts 04.09.2019)	Prof. Dr. Florian Kraus	Mengmeng Niu, M.Sc.
<b>MKT 570 Marketing of Innovations</b>			
<a href="https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/MKT_570_Marketing_of_Innovations/Syllabus_MKT_570.pdf">https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/MKT_570_Marketing_of_Innovations/Syllabus_MKT_570.pdf</a>	<b>Wed, 10:15 – 11:45</b> (starts 11.09.2019)	Prof. Dr. Sabine Kuester	Felix Ebert, M.Sc.
<b>MKT 580 Digital Marketing Strategy</b>			
<a href="https://www.bwl.unimannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/MKT_580_Digital_Marketing/Syllabus_MKT_580.pdf">https://www.bwl.unimannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/MKT_580_Digital_Marketing/Syllabus_MKT_580.pdf</a>	<b>Tue, 13:45 – 15:15</b> (starts 03.09.2019)	Prof. Dr. Sabine Kuester	Sebastian Starke, M.Sc.
<b>CC 503 Empirical Methods</b>			
	<b>Wed, 13:45 – 15:15</b> (starts 04.09.2019)	Prof. Dr. Christina Schamp	Prof. Dr. Christina Schamp

# Lectures in Fall Semester 2019 (2/2)



Modules (Module Number and Module Name)	Dates/Time	Lecturer	Person in charge
<b>600-Modules</b>			
<b>MKT 612 Business-to-Business Marketing</b>			
<a href="https://www.bwl.uni-mannheim.de/en/kraus/teaching/master-level/mkt-612-business-to-business-marketing/">https://www.bwl.uni-mannheim.de/en/kraus/teaching/master-level/mkt-612-business-to-business-marketing/</a>	<b>Fri, 13.09.2019</b> 10:15 - 13:30 <b>Fri, 20.09.2019</b> 10:15 - 13:30 <b>Fri, 27.09.2019</b> 10:15 - 13:30	Prof. Dr. Florian Kraus	Linda Gebhardt, M.Sc.
<b>MKT 613 Negotiation Management (only in German!)</b>			
<a href="https://www.bwl.uni-mannheim.de/en/kraus/teaching/master-level/mkt-613-negotiation-management/">https://www.bwl.uni-mannheim.de/en/kraus/teaching/master-level/mkt-613-negotiation-management/</a>	<b>Fri, 27.09.2019</b> 14:00 – 18:00 <b>Sat, 28.09.2019</b> 09:00 – 18:00	Dr. Clemens Jüttner Guido Böttlicher (Chair Prof. Dr. Florian Kraus)	Maximilian Gärrh, M.Sc
<b>MKT 623 Strategic Marketing Management Simulation</b>			
<a href="https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/MKT_623_Strategic_Marketing_Simulation/MKT_623_Syllabus.pdf">https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/MKT_623_Strategic_Marketing_Simulation/MKT_623_Syllabus.pdf</a>	Kickoff: <b>Thu, 12.09.2019</b> 10:15 – 11:45 Simulation Day: <b>Thu, 26.09.2019</b> 09:00 - 17:00	Prof. Dr. Sabine Kuester	Oliver Borchers, M.Sc.
<b>MKT 664 Brand Strategy Seminar</b>			
<a href="https://www.bwl.uni-mannheim.de/en/quantitativemarketing/teaching/brand-strategy-seminar/">https://www.bwl.uni-mannheim.de/en/quantitativemarketing/teaching/brand-strategy-seminar/</a>		Prof. Dr. Florian Stahl	Kateryna Gavrysh, 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

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## 3rd Semester - Fall

Course Title	ECTS
MKT 570 Marketing of Innovations	4
MKT 664 Brand Strategy Seminar	2
MKT 710/720/730/740 Research Seminar	6
MAN 630 Introduction to Entrepreneurship	6
MAN 645 Leadership and Motivation	6
MAN 657 Global Strategic Management	6

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## 2nd Semester - Spring

Course Title	ECTS
BE 511 Business Economics II*	6
CC 501 Decision Analysis*	6
MKT 520 Market Research	6
MKT 580 Digital Marketing Strategy	6
MKT 662 Interactive Marketing	6

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## 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**

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\* Core Course

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# Registration Process for Lectures

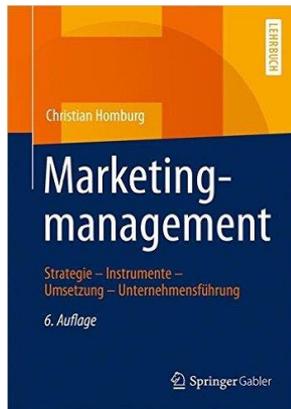


- While some of the lectures (e.g., MKT 510) are open to all interested Master students, others (e.g., MKT 622) have a **limited number of participants**
- For these restricted courses, an **application via Portal2** is necessary
- For more details, check the **“Documentation and Help” section in Portal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

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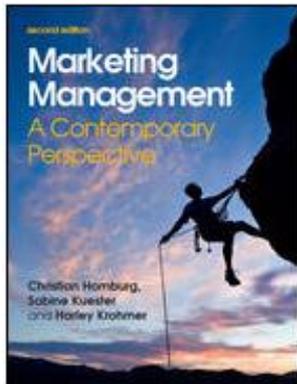
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# Recommended Literature for all Master Lectures



## 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'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
– <b>MKT 510</b> Price and Product Management (or Bachelor level course MKT 301)	Only fall term
– <b>MKT 520</b> Market Research	Only spring term
– <b>Research Seminar:</b> 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 2020** at the end of Fall Semester 2019
- ➔ **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: **Boas Bamberger**, M.Sc.
- 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: **Markus Welle**, M.Sc.
- 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!**