

# Information Session

## Marketing & Sales in the MMM program







# 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

08.09.2022

# 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** Master's Thesis in Marketing & Sales
- H** Additional Information

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Additional Information

# 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: <https://www.bwl.uni-mannheim.de/homburg/>

### 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: Marketing of Innovations, Digital Marketing, Marketing Strategy and International Marketing
- Director of the Institute for Market-Oriented Management (IMU)
- For more information see: <https://www.bwl.uni-mannheim.de/kuester/>

### 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: <https://www.bwl.uni-mannheim.de/kraus/>

### Courses offered at Master level

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

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

### Courses offered at Master level

CC 503 Empirical Methods: Business Analytics I

MKT 750 Research Seminar

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# The Institute for Market-Oriented Management (IMU)



# 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>Development and implementation of market-oriented activities of a company with regard to (potential) buyers of the products and services.</p> <p>These market-oriented activities include the systematic generation of information about market conditions as well as the design of the marketing strategy.</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 guided by market orientation.</p>

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

# Why Study Marketing & Sales During the MMM

- Companies are aware of the high reputation of the Marketing and Sales Area
- While the MMM itself is in the top 3 in Germany and 24th worldwide<sup>1</sup>, when it comes to Marketing & Sales, Mannheim **rankes second worldwide**<sup>2</sup>!
- Throughout the years, there has 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

Sources: <sup>1</sup> <https://rankings.ft.com/rankings/5/masters-in-management-2021>

<sup>2</sup> [https://www.uni-mannheim.de/newsroom/presse/pressemitteilungen/2018/september/financial-times-ranking/Area Marketing & Sales](https://www.uni-mannheim.de/newsroom/presse/pressemitteilungen/2018/september/financial-times-ranking/Area%20Marketing%20&%20Sales)

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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

## 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

## Start-ups

- Strategic Marketer
- Go-To-Market Strategist
- Business Analyst
- ...

## Digital Marketing

- Digital Strategist
- Customer Journey Design
- Digital Campaign Analyst
- ...



# 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*
<b>Marketing / Sales</b>	<b>96,752 €</b>
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.

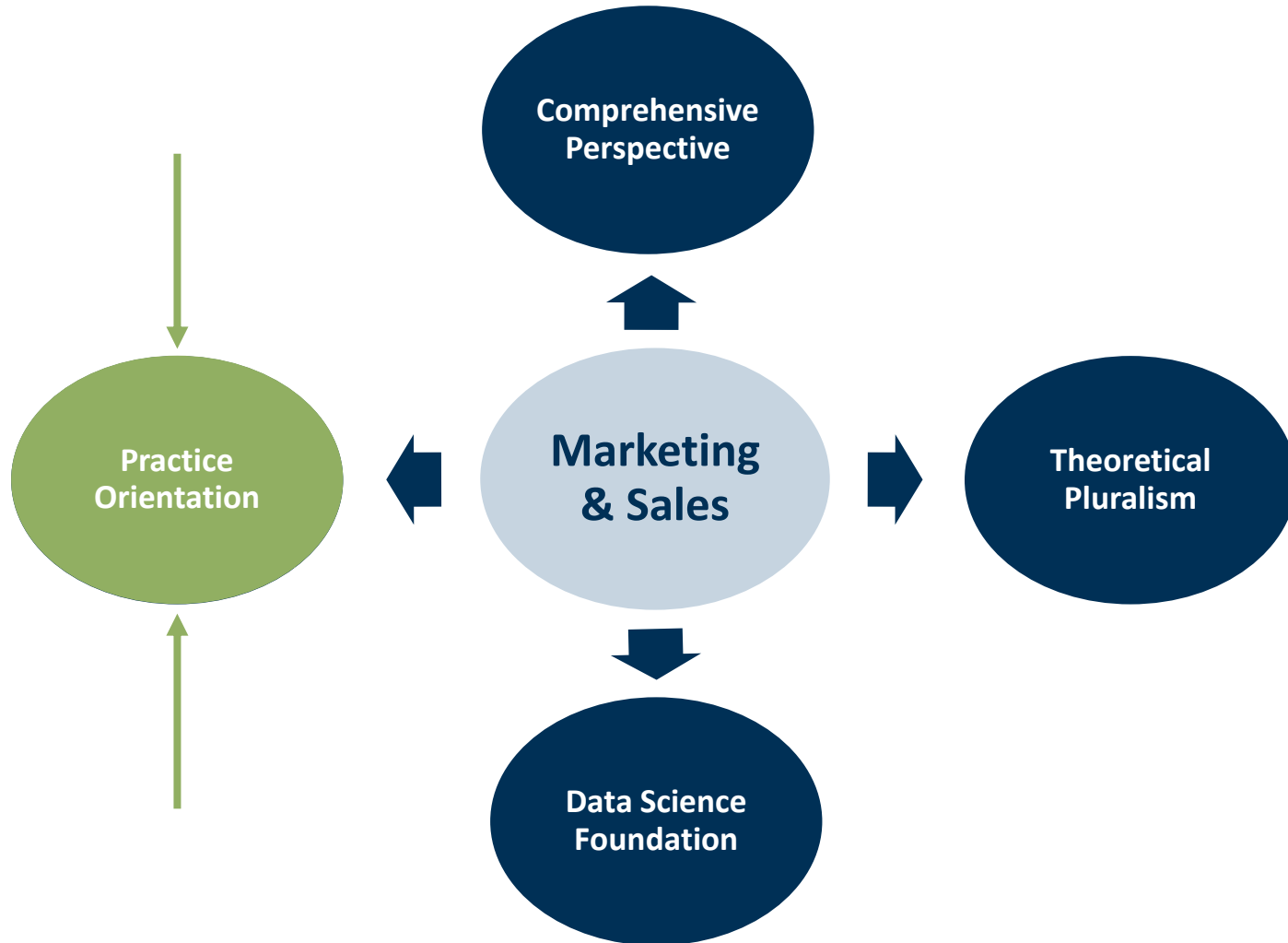
# Requirements for Graduates in Marketing and Sales



# Agenda

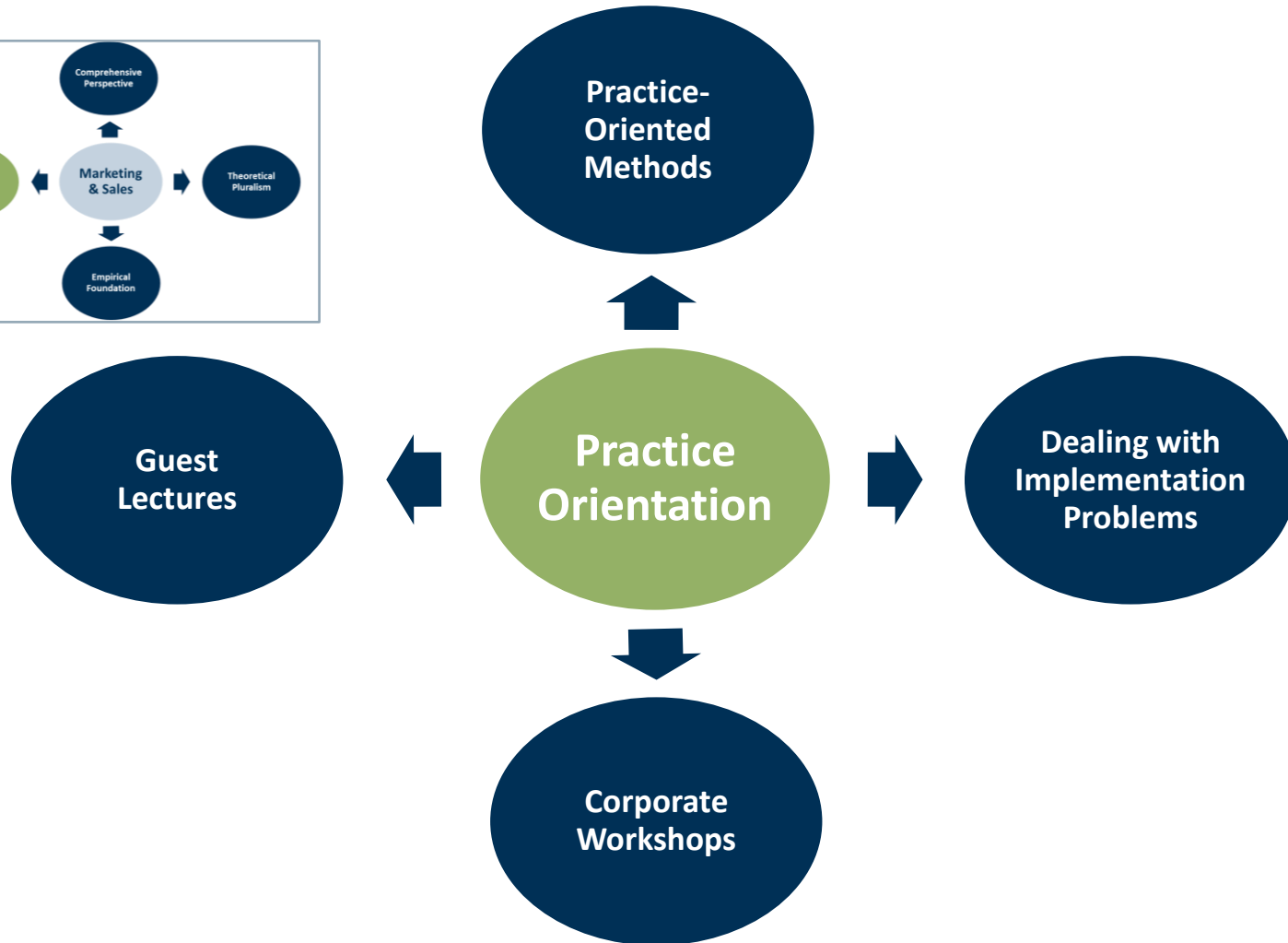
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# Principles of Marketing & Sales Education

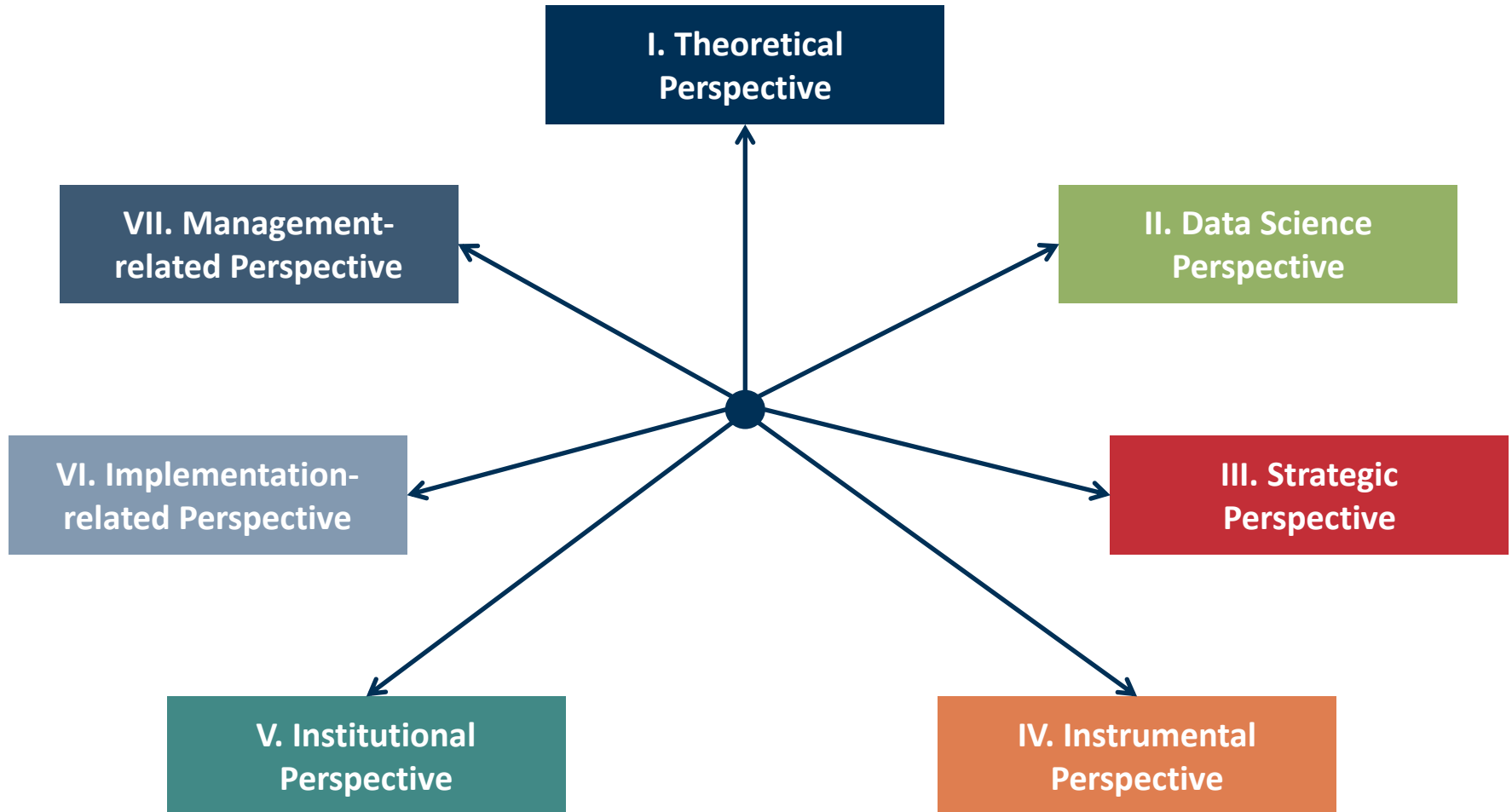




# Aspects of Practice Orientation



# The Seven Principles of Marketing & Sales



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# Contact Persons for Students (1)



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

**Florian Holz, M.Sc.**

- Office Hours: By appointment
- Office: L5, 1, 2nd floor, room 2.10
- Phone: 0621 / 181-1549
- E-Mail: [florian.holz@uni-mannheim.de](mailto:florian.holz@uni-mannheim.de)



## Chair of Marketing & Innovation

**Alexander Rupertus, M.Sc.**

- Office Hours: By appointment
- Office: L5, 1, ground floor, room 0.06
- Phone: 0621 / 181-2778
- E-Mail: [alexander.rupertus@uni-mannheim.de](mailto:alexander.rupertus@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: [mengmeng.niu@uni-mannheim.de](mailto:mengmeng.niu@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)

# Contact Persons for Students (3)



## Chair of Digital Marketing and Marketing Transformation

**Prof. Dr. Arnd Vomberg**

- Office Hours: By appointment
- Office: L9, 7, room 2.10
- Phone: 0621 / 181-1628
- E-Mail: [vomberg@uni-mannheim.de](mailto:vomberg@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**

# Overview of Modules in the Marketing & Sales Area (1/2)

Modules (Module Number and Module Name)	ECTS in Fall '22	ECTS in Spring '23
<b>500-Modules</b>		
MKT 510 Price and Product Management	6	
MKT 511 Marketing Analytics		6
MKT 520 Market Research		6
MKT 531 Marketing Theory – Consumer Behavior and Decision Making		4
MKT 545 Customers, Markets and Firm Strategy		6
MKT 550 International Course – Marketing & Sales	internationals only	internationals only
MKT 561 Service Business Model Innovations	4	
MKT 570 Marketing of Innovations		6 (not offered in 2023)
MKT 580 Digital Marketing Strategy	6	
CC 503 Empirical Methods: Business Analytics I	6	6
<b>600-Modules</b>		
MKT 612 Business-to-Business Marketing	2	
MKT 614 Communication Management		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 661 Consumer Behavior		2
MKT 663 Branding and Brand Management		4
MKT 664 Brand Strategy Seminar	2	2

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

# Overview of Modules in the Marketing & Sales Area (2/2)



Modules (Module Number and Module Name)	ECTS in Fall '22	ECTS in Spring '23
<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
MKT 750 Research Seminar Vomberg	6	6

# Lectures in Fall Semester 2022 (1/2)



Modules (Module Number and Module Name)	Dates/Time/Format	Lecturer	Person in charge
<b>500-Modules</b>			
<b>MKT 510 Price and Product Management</b>			
<a href="#"><u>Link to course syllabus</u></a>	<b>Mon, 10:15 – 11:45</b> (starts 15.09.2022) SN 169	Dr. Robin-Christopher Ruhnau	Stefan Hartmann, M. Sc.
<b>MKT 561 Service Business Model Innovations</b>			
<a href="#"><u>Link to course syllabus</u></a>	<b>Wed, 15:30 – 17:00</b> (starts 14.09.2022) SN 169	Prof. Dr. Florian Kraus	Mengmeng Niu, M. Sc.
<b>MKT 580 Digital Marketing Strategy</b>			
<a href="#"><u>Link to course syllabus</u></a>	<b>Tue, 13:45 – 15:15</b> (starts 06.09.2022) O 145	Prof. Dr. Sabine Kuester	Aleksandar Blečić, M.Sc.
<b>CC 503 Empirical Methods: Business Analytics I</b>			
<a href="#"><u>Link to course description</u></a>	<b>Wed, 12:00 – 13:30</b> (starts 07.09.2022) M 003	Prof. Dr. Arnd Vomberg	Prof. Dr. Arnd Vomberg



# Lectures in Fall Semester 2022 (2/2)

Modules (Module Number and Module Name)	Dates/Time/Format	Lecturer	Person in charge
<b>600-Modules</b>			
<b>MKT 612 Business-to-Business Marketing</b>			
<a href="#"><u>Link to course syllabus</u></a>	<b>Fri, 16.09.2022</b> <b>Fri, 23.09.2022</b> <b>Fri, 30.09.2022</b> 10:15 – 13:30 O 151	Prof. Dr. Florian Kraus	Ann-Kathrin Polenz, M. Sc.
<b>MKT 616 Grundlagen der Verhandlungsführung (only in German!)</b>			
<a href="#"><u>Link to course description</u></a>	<b>Fri, 30.09.2022</b> <b>Wed, 05.10.2022</b> <b>Fri, 07.10.2022</b> 15:30 – 18:00 SN 163 (30.09.), M 003 (05.10.), SN 163 (07.10.)	Dr. Maximilian Gaerth	Ann-Kathrin Polenz, M. Sc.
<b>MKT 623 Strategic Marketing Management Simulation</b>			
<a href="#"><u>Link to course syllabus</u></a>	Kickoff: <b>Thu, 06.10.2022</b> 10:15 – 11:45 Simulation Day: <b>Mon, 31.10.2022</b> 09:00 – 17:00 WiPool 358	Prof. Dr. Sabine Kuester	Angeliki Kalogeraki, M. Sc.
<b>MKT 664 Brand Strategy Seminar</b>			
<a href="#"><u>Link to course description</u></a>	<b>Wed, 21.09.2022</b> <b>Wed, 05.10.2022</b> <b>Wed, 26.10.2022</b> <b>Wed, 09.11.2022</b> 9:30 – 12:30 Zoom	Prof. Dr. Florian Stahl	Maximilian Beichert, M. Sc.

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# Exemplary Curriculum for Specialization in Marketing & Sales



## 1st Semester - Fall

Course Title	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 612 Business-to-Business-Marketing	2
MKT 623 Strategic Marketing Management Simulation	2

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## 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 710/720/730/740/750 Research Seminar	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: Business Analytics II*	6
MKT 511 Marketing Analytics	6
MKT 520 Market Research	6
MKT 531 Marketing Theory – Consumer Behavior and Decision Making	4
MKT 622 Country Manager	2

## 4th Semester - Spring

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Course Title	ECTS
MKT 545 Customers, Markets and Firm Strategy	6
MKT 663 Branding and Brand Management	4
Master's Thesis	24

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**$\Sigma = 120$  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 623) have a **limited number of participants**
- For all courses with restricted seat capacity, 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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# 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

- **Research Seminar:** MKT 710/720/730/740/750

### Semester offered

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 2023** at the end of Fall Semester 2022
- **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 Seminar / Master's Thesis



## Chair of Prof. Homburg:

- Contact person for MKT 710 Research Seminar: **Stefan Hartmann, M.Sc.**
- Contact person for Master's Thesis: **Florian Holz, M.Sc.**



## Chair of Prof. Stahl:

- Contact person for MKT 720 Research Seminar: **Dr. Ülfet Isci-Özalp**
- Contact person for Master's Thesis: **Prof. Dr. Florian Stahl**



## Chair of Prof. Kuester:

- Contact person for MKT 730 Research Seminar: **Alexander Rupertus, M.Sc.**
- Contact person for Master's Thesis: **Alexander Rupertus, M.Sc.**



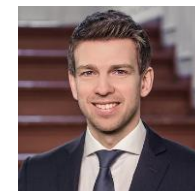
## Chair of Prof. Kraus:

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



## Chair of Prof. Vomberg:

- Contact person for MKT 750 Research Seminar: **Prof. Dr. Arnd Vomberg**
- Contact person for Master's Thesis: **Prof. Dr. Arnd Vomberg**



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# Job Opportunities at the Area Marketing & Sales Chairs

- Looking for a **student job**? The Area Marketing & Sales chairs 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 Area Marketing & Sales chairs

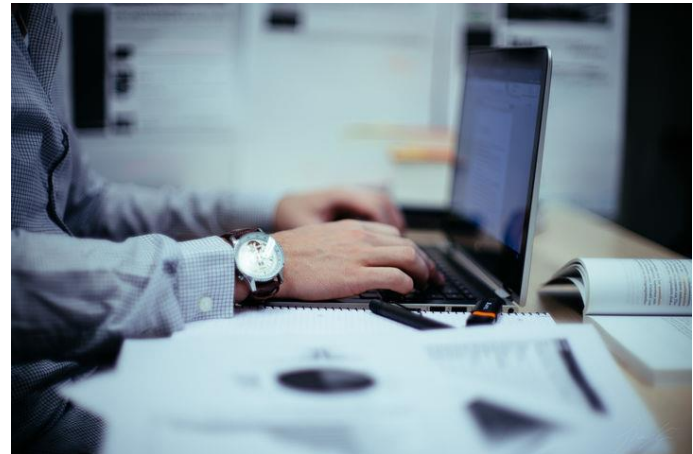


Photo credits: Simon Stöckl

# Marketing Mentoring Offer

- The Chair of Marketing & Innovation offers **weekly consultation slots** (Thursdays, 9:00-10:00, à 3x20min) to Marketing students to discuss any study-related issue with you
- Meet and talk with a **doctoral student**, a **post-doc**, or the **professor**
- More **information** and **registration**:  
<https://www.bwl.uni-mannheim.de/kuester/marketing-mentoring/>



Photo credits: Anna Logue

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