

Course title	<b>Industrial goods marketing</b>
Course code	<i>WINB761E</i>
Module coordinator	<i>Miriam Heinrich</i>
Lecturer	<i>Prof. Christian Braun</i>
Level of course	<i>Bachelor</i>
Recommended prerequisites	<i>Micro- and macroeconomics, marketing, project management, foreign trade</i>
Type of course	<i>lecture</i>
Weekly lecture hours (SWS)	<i>4 SWS</i>
ECTS credits	<i>5 ECTS</i>
Workload	<i>in total 120 h, 60 h course attendance, 60 h self-study</i>
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Each semester</i>
Language of instruction	<i>English</i>
Contents:	<ol style="list-style-type: none"> <li><i>1. Situation analysis in the B2B environment</i></li> <li><i>2. Creation of customer focus in B2B companies</i></li> <li><i>3. Formulation of a market strategy on B2B markets</i></li> <li><i>4. Value generation on B2B markets</i></li> <li><i>5. Creating value with customer-centric solutions</i></li> <li><i>6. Value-based pricing</i></li> <li><i>8. Creating value with Customer-centric communication</i></li> <li><i>9. Value-adding Marketing channels</i></li> </ol>
Learning outcome (competencies):	<i>At the end of the semester, the participants of the course are able to analyze the market-related framework conditions of an industrial goods company and to derive and justify specific marketing approaches in different business relationships and environmental situations.</i>
Teaching methods	<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Group work <input type="checkbox"/> Exercises <input type="checkbox"/> Simulation <input type="checkbox"/> Video feedback <input type="checkbox"/> Others: Please click here for inserting text
Assessment methods	<i>Written exam, 90 minutes</i>
Recommended reading	<i>Backhaus, K./Voeth, M., Industriegütermarketing, 10. Auflage, 2014</i> <i>Hutt, M.D./ Speh, T.W., Business Marketing Management B2B, 2017</i> <i>Anderson, J.C./ Narus, J.A/ Narayandas, D., Business Market Management: understanding, creating and delivering value, 3rd edition, 2009</i>
Additional information	
Recognition of credits	