

B2B Marketing and Sales Management

Module title in English Module level Module language	B2B Marketing and Sales Management Master English
Lecturer	Professor Dr. Dirk Totzek
Module frequency Module duration	Winter semester 1 semester
Module content	<p>Week 1: Foundations of sales management</p> <ul style="list-style-type: none"> • Scope and challenges of sales management • Sales strategy • Competitive advantage in sales <p>Week 2: Foundations of sales management</p> <ul style="list-style-type: none"> • The concept of service outputs • Fundamental goals of CRM <p>Week 3: Channel design</p> <ul style="list-style-type: none"> • Sales entities • Channel configuration • Evaluating channel efficiency <p>Week 4: Managing external sales partners</p> <ul style="list-style-type: none"> • Understanding the sales partner's business • Power and dependence • Conflict and cooperation <p>Week 5: Managing the internal sales force</p> <ul style="list-style-type: none"> • Design of selling activities • Organization of the sales force • Sales planning <p>Week 6: Managing the internal sales force</p> <ul style="list-style-type: none"> • Sales budgeting • Sales information systems <p>Week 7: Foundations of B2B marketing</p> <ul style="list-style-type: none"> • Definition, scope, and characteristics of B2B Marketing • Importance of B2B marketing <p>Week 8: Understanding organizational buying behavior</p> <ul style="list-style-type: none"> • The buying center concept • Theoretical models of organizational buying behavior

	<p>Week 9: Understanding different types of B2B business</p> <ul style="list-style-type: none"> • Product business • Project business <p>Week 10: Understanding different types of B2B business</p> <ul style="list-style-type: none"> • Systems business • Supplier business <p>Week 11: Specific characteristics of the marketing mix on B2B markets</p> <ul style="list-style-type: none"> • Product policy, e.g., escaping the commodity trap, competitive advantages through value-added services <p>Week 12: Specific characteristics of the marketing mix on B2B markets</p> <ul style="list-style-type: none"> • Pricing, e.g., relevance of competitive bidding, negotiations, pricing of spare parts <p>Week 13: Specific characteristics of the marketing mix on B2B markets</p> <ul style="list-style-type: none"> • Communications, e.g., trade fairs • Sales management, e.g., key account management <p>Week 14:</p> <ul style="list-style-type: none"> • Recap and exam advice 																														
Parts / workload:																															
<table border="1"> <thead> <tr> <th data-bbox="175 1207 995 1272">Parts of the module</th> <th data-bbox="995 1207 1187 1272">Contact hours</th> <th data-bbox="1187 1207 1390 1272">Credit points ECTS</th> </tr> </thead> <tbody> <tr> <td data-bbox="175 1272 995 1305"></td> <td data-bbox="995 1272 1187 1305"></td> <td data-bbox="1187 1272 1390 1305"></td> </tr> <tr> <td data-bbox="175 1305 995 1344">Lecture</td> <td data-bbox="995 1305 1187 1344">2</td> <td data-bbox="1187 1305 1390 1344"></td> </tr> <tr> <td data-bbox="175 1344 995 1377"></td> <td data-bbox="995 1344 1187 1377"></td> <td data-bbox="1187 1344 1390 1377"></td> </tr> <tr> <td data-bbox="175 1377 995 1411">Total</td> <td data-bbox="995 1377 1187 1411">2</td> <td data-bbox="1187 1377 1390 1411">5</td> </tr> <tr> <td colspan="3" data-bbox="175 1411 1390 1444">Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)</td> </tr> <tr> <td data-bbox="175 1444 579 1509"></td> <td data-bbox="579 1444 995 1509">Attendance</td> <td data-bbox="995 1444 1390 1509">Own study</td> </tr> <tr> <td data-bbox="175 1509 579 1543"></td> <td data-bbox="579 1509 995 1543"></td> <td data-bbox="995 1509 1390 1543"></td> </tr> <tr> <td data-bbox="175 1543 579 1576">Lecture</td> <td data-bbox="579 1543 995 1576">30</td> <td data-bbox="995 1543 1390 1576">120</td> </tr> <tr> <td data-bbox="175 1576 579 1610"></td> <td data-bbox="579 1576 995 1610"></td> <td data-bbox="995 1576 1390 1610"></td> </tr> </tbody> </table>		Parts of the module	Contact hours	Credit points ECTS				Lecture	2					Total	2	5	Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)				Attendance	Own study				Lecture	30	120			
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Parts of the examination / requirements for awarding credit points	Written test, 60 minutes																														
Composition of final grade	Written test: 100%																														
Additional comments	Lectures and written test are in English. In the course of the module, selective guest lectures will be held.																														

Basic readings

- Homburg, Ch., Schäfer, H., Schneider, J. (2012), Sales Excellence, Heidelberg.
- Lilien, G., Grewal, R. (2012, eds.), Handbook of Business-to-Business Marketing, Cheltenham.
- Palmatier, R. W., Stern, L. W., El-Ansary, A. I. (2014), Marketing Channel Strategy, 8th ed., Upper Saddle River.

The reading of selected papers will be compulsory. Further literature recommendations will be given at the beginning of the course.