

PRINCIPLES OF MARKETING AND SALES

COURSE OVERVIEW

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1 Introduction to Marketing & Sales

Pages	Pages h5p	Activity
1-7		Introduction
1.1 Basic ideas of Marketing & Sales		
9-15		Reading material
16		Video presentation in the moodle-course: Introduction - Video 02 - Harley Davidson vs. Yamaha
17		Reading material
18		Video presentation in the moodle-course: Introduction - Video 01 - Thin Lizzy vs. Individualization
19-24		Reading material
25		Exercise in lecture notes
26		Video presentation in the moodle-course: Introduction - Video 03 – Evolution of the Marketing Concept
1.2 Ideas of the market		
28		Reading material
29-30		Exercise in lecture notes
31		Reading material
1.3 Features of different markets and effects on Marketing & Sales		
33-47		Reading material
1.4 The planning process in marketing		
49-53		Reading material
54		<u>1. Exercise: Important parameters for the estimation of market potentials</u>

1.5 Wrap-up questions and case study		
56	57	Wrap-up Questions
57	58	Case Study: 1. Introduction: Case Study Sinks, Dinks and Millennials

2 Product Management

Pages	Pages h5p	Activity
1-4		Introduction
2.1 Introduction		
6-10		Reading material
2.2 Developing the services and product range		
12-16		Reading material
17	17-18	2. Exercise: Product range depth
18-23	19-24	Exercise in lecture notes
24-29	25-30	Solution: Lumo AG
30-36	31-37	Reading material
37	38	Exercise in lecture notes
38	39	Solution: PLC for defibrillators
39-43	40-44	Reading material
2.3 Product design		
45-50	46-51	Reading material
2.4 Brand policy		
52-80	53-81	Reading material
2.5 Wrap-up questions and case study		
82	83	Wrap-up questions
83	84	Case study: 2. Product Management: Case Study Kim Kardashian

3 Pricing

Pages	Pages h5p	Activity
1-6		Introduction
3.1 Introduction		
8-21		Reading material
3.2 Approaches to determine the optimal bid price		
23		Compulsory Reading: 3.1. Literature Basic quantitative analysis for marketing
24		Reading material
25-26		Exercise in the moodle-course: 3.1. Exercise: Basic calculations in marketing
28-29		Solution: Basic calculations in Marketing
30-34		Reading material
35		Exercise in the moodle-course: 3.2. Exercise: Price Elasticity
37		Solution: Price Elasticity
38-40		Reading material
3.3 Price differentiation		
42-45		Reading material
46		Video presentation in the moodle-course: Pricing – Video 01 – Price Differentiation
47	47-48	Video presentation in the moodle-course: Pricing – Video 02 – Two Part Tariffs – Part One

48	49-50	Video presentation in the moodle-course: Pricing – Video 03 – Two Part Tariffs – PartTwo
49	51	Reading material
50-51	52-54	Video presentation in the moodle-course: Pricing – Video 04 – Price Bundling
52	55-61	Exercise in the moodle-course: 3.3 Exercise: Calculation exercises on pricing
3.4 Price determination when launching new products		
55-56	62-63	Reading material
3.5 Psychological components		
58-59	65-66	Reading material
3.6 Terms and conditions policies		
61-64	68-71	Reading material
3.7 Wrap-up questions and case study		
66	73	Wrap-up questions
67	74	Case study: 3. Pricing: Case study RyanAir EasyJet Case

4 Sales

Pages	Pages h5p	Activity
1-3		Introduction
4		Reading material
5		Video presentation in the moodle-course: Sales - Video 01 - Learning Objectives
6		Introduction
4.1 Introduction to Sales		
8	8-10	Exercise in the moodle-course: 4.1 Exercise: Wolf of Wallstreet
9	11	Solution: Basic idea: transaction-oriented vs. relationship-oriented marketing & sales approach
10	12	Reading material
11	13	Video presentation in the moodle-course: Sales - Video 02 - The Classification of Sales in the Marketing Mix
12	14	Reading material
13	15	Video presentation in the moodle-course: Sales - Video 03 - Recap: Business Markets B2C-B2B2C-B2B-B2B2B
14	16	Reading material
4.2 Channel Management		
16	18	Reading material
17	19	Video presentation in the moodle-course: Sales - Video 04 - Evolution of Retail from single channel to omni channel
18-20	20-22	Reading material

21	23	Video presentation in the moodle-course: Sales - Video 05 - Each Channel supports different Customer Needs
22	24	Reading material
23	25	Video presentation in the moodle-course: Sales - Video 06 - Managing multiple Channels - Customer Journey Analysis
24	26	Reading material
25	27	Exercise in the moodle-course: 4.1. Exercise: Development towards an omni-channel organisation (Lanlan Cao)
27-28	28-29	Solution: Development towards an omni-channel organisation
4.3 Personal Selling		
30-33	31-34	Reading material
35	36	Video presentation in the moodle-course: Sales - Video 07 The Sales Process - The Sales Cycle
36	37	Compulsory Reading: 4.2. Sales Process
37-41	38-42	Reading material
42	43	Video presentation in the moodle-course: Sales - Video 08 - Perspective for the Offering Design
43-44	44-45	Reading material
45	46	Video presentation in the moodle-course: Sales - Video 09 - Sales Planning - Sales Funnel
46	47	Video presentation in the moodle-course: Sales - Video 10 - Analysing the Sales Funnel

47-48	48-49	Exercise in the moodle-course: 4.2. Exercise: Analyse the sales funnel
50-51		Solution: Analyse the sales funnel
53-56		Reading material
4.4 E-Commerce		
58-63		Reading material
64		Video presentation in the moodle-course: Sales - Video 11 - Strategic Channel Alternatives in E-Commerce
65-66		Reading material
67-69		Exercise in the moodle-course: 4.3. Forum: Amazon
70		Solution: Amazon Marketplace
4.5 Retailing and Wholesaling		
72-75		Reading material
76		Exercise in the moodle-course: 4.3. Exercise: Today's challenges in retailing
77	76	Solution: Today's challenges in retailing
78	77	Video presentation in the moodle-course: Sales - Video 12 - What makes the Difference of Multi Level Sales Processes
79-80	78-79	Reading material
81-82	80-81	Exercise in lecture notes
83	82	Video presentation in the moodle-course: Sales - Video 13 - Classical Conflicts between Manufacturer and Retail Partners
4.6 Franchising		

85-87	84-86	Reading material
88-89	87-88	Case study: 4.4 Exercise: Case study Pretzl GmbH
90-91	89-90	Reading material
4.7 Wrap-up questions and mini-case		
93	92	Wrap-up questions
94	93	Case study: 4. Sales: Case Study Asos

5 Promotion

Pages	Pages h5p	Activity
1-2		Introduction
5.1 Introduction		
4-12		Reading material
5.2 Instruments of the communication policy		
14-20		Reading material
21-26		Quiz in lecture notes
27-60		Reading material
61		Video presentation in the moodle-course: Promotion - Video 01 - Product Placement
62-74		Reading material
75		Exercise in lecture notes: Super Sound Headphone
5.3 Planning and decision-making processes of communication campaigns		
77		Reading material
78		Video presentation in the moodle-course: Promotion - Video 02 - Aida and Campaign Planning
79-82		Reading material
83	83-84	5. Exercise: Measuring marketing success
5.4 Wrap-up questions and case study		
85	86	Wrap-up questions
86	87	Case study: 5. Promotion: Case Study The Rise of Influencer Marketing

6 Strategic Marketing

Pages	Pages h5p	Activity
1-4		Introduction
5		Video presentation in the moodle-course: Strategic Marketing - Video 01 - Learning Objectives
6.1 Introduction to Strategy		
7-8		Reading material
9	9-10	Exercise in the moodle-course: 6.1 Exercise: USP?
10	11	Video presentation in the moodle-course: Strategic Marketing - Video 02 - What is a Marketing Strategy?
11-12	12-13	Reading material
6.2 Situational Analysis		
14	15	Video presentation in the moodle-course: Strategic Marketing - Video 03 - Comparison: Market Potential and Volume
15	16	Exercise in the moodle-course: 6.1 Exercise: Estimate market volume
16	17	Solution: Estimated market volume
17	18	Solution: Ski industry sells the major part to rental businesses
18-23	19-24	Reading material
24	25	Exercise in the moodle-course: 6.1 Exercise: Market potential vs. market volume
25	26	Solution: Market potential vs. market volume

27	28	Video presentation in the moodle-course: Strategic Marketing - Video 04 - Situational Analysis
28-29	29-30	Reading material
30	31	Compulsory Reading: 6.1 Pestel Analysis of the tourism industry
32-34	33-35	Reading material
35	36-37	Exercise in the moodle-course: 6.1. Exercise: Porter's five forces
37-38	38-39	Solution: Porter's 5 Forces
40-41	41-42	Reading material
42	43	Video presentation in the moodle-course: Strategic Marketing - Video 05 - SWOT-TWOS-Matrix
6.3 Company Objectives, Vision & Mission		
44	45	Video presentation in the moodle-course: Strategic Marketing - Video 06 - Approach of the Strategic Marketing Planning
45-46	46-47	Reading material
47	48	Video presentation in the moodle-course: Strategic Marketing - Video 07 - Vision and Mission in the Strategy Process
48-49	49-50	Reading material
6.4 Portfolio Analysis		
51-53	52-54	Reading material
54	55	Video presentation in the moodle-course: Strategic Marketing - Video 08 - The Boston Consulting Group Growth Share Matrix: BCG-Matrix
55-58	56-59	Reading material

59-61	60-62	Exercise in the moodle-course: 6.2. Exercise: Portfolio analysis
62-65	63-66	Solution: Portfolio Analysis
66	67	Reading material
6.5 Product-Market-Growth-Strategies (Ansoff-Matrix)		
68-72	69-73	Reading material
73	74-75	Exercise in the moodle-course: 6.2. Exercise: Strategic options for increasing sales volume
75	76	Solution: Strategic options for increasing sales volume
6.6 Competitive Positioning		
77	78	Reading material
78	79	Video presentation in the moodle-course: Strategic Marketing - Video 09 - Generic Competitive Strategies
79-81	80-82	Reading material
82	83	Video presentation in the moodle-course: Strategic Marketing - Video 10 - Porters U-Curve
83	84	Video presentation in the moodle-course: Strategic Marketing - Video 11 - Outpacing Strategy
84-85	85-86	Reading material
86	87	Video presentation in the moodle-course: Strategic Marketing - Video 12 - Example Nintendo Wii
87	88	Video presentation in the moodle-course: Strategic Marketing - Video 13 - Value Curves: Wii vs. Xbox and PS3
88	89	Compulsory Reading: 6.3. Blue Ocean Strategy

89	90	Exercise in lecture notes
91-92		Solution: Value Innovation at Citizen M hotels
94-95		Reading material
96		Video presentation in the moodle-course: Strategic Marketing - Video 14 - Competitive Position Tactics
97		Compulsory Reading: 6.4. Literature: Positioning
98-99		Reading material
6.7 Target Market (Segmentation, targeting, positioning –STP)		
101-102		Reading material
103		Video presentation in the moodle-course: Strategic Marketing - Video 15 - Socio-demographic is not enough
104		Reading material
105		Video presentation in the moodle-course: Strategic Marketing - Video 16 - Sinus-Milieus
106		Reading material
107		Exercise in the moodle-course: 6.4 Exercise: Market segmentation & personas
108-110		Solution: Market segmentation & personas
111		Reading material
112		Video presentation in the moodle-course: Strategic Marketing - Video 17 - Lufthansa-example

113		Video presentation in the moodle-course: Strategic Marketing - Video 18 - Targeting: Basic Options
114-118	114-119	Reading material
119	120	Compulsory Reading: 6.4. Literature: Offensive and defensive strategies
120-121	121-122	Reading material
6.8 Wrap-up questions and case study		
123	124	Wrap-up questions
124	125	Case study: 6. Strategic Marketing: Case Study Target the right market

7 Market Research

Pages	Pages h5p	Activity
1-4		Introduction
5		Video presentation in the moodle-course: Market Research - Video 01 - Learning Objectives
7.1 Basics of market research		
7		Video presentation in the moodle-course: Market Research - Video 02 - What do we analyse
8-10		Reading material
11		Compulsory reading: Determine research design
12		Video presentation in the moodle-course: Market Research - Video 03 - Phases of the Market Research Process
13		Video presentation in the moodle-course: Market Research - Video 04 - Selected Methods of Market Research
14-15		Reading material
7.2 Secondary research		
17-19		Reading material
20	20-23	Exercise in the moodle-course: 7.2 Exercise: Assess secondary research
22-24	24-26	Solution: Assess secondary data
25	27-28	Exercise in lecture notes
26-27	29-30	Reading material
7.3 Methods of primary research		

29	32	Reading material
30	33	Video presentation in the moodle-course: Market Research - Video 05 - Quantitative Survey
31	34	Reading material
32	35	Compulsory Reading: 7.2. How to design a questionnaire
33-34	36-37	Reading material
35	38	Video presentation in the moodle-course: Market Research - Video 06 - Poorly worded Questions
36	39-40	Exercise in the moodle-course: 7.2. Exercise: Hints for Question Formulation
37	41	Solution: Hints on question formulation
38-39	42-43	Reading material
40	44	Additional Reading: 7.2 Measurement and Scaling
41-44	45-48	Reading material
45	49	Compulsory Reading: 7.2. Population and Sampling
46-47	50-51	Reading material
48	52	Exercise in the moodle-course: 7.2. Forum: Organic dairy products (Part I)
50-52	53-55	Solution: Organic dairy products
53	56	Video presentation in the moodle-course: Market Research - Video 07 - Qualitative Survey
54-55	57-58	Reading material

56-58	59-61	Exercise in lecture notes and solution
60	63	Video presentation in the moodle-course: Market Research - Video 08 - What is Observation Research
61-68	64-71	Reading material
69	72	Video presentation in the moodle-course: Market Research - Video 09 - Experiment
70-71	73-74	Reading material
7.4 Customer insight: Modern forms of market research		
73	76	Exercise in the moodle-course: 7.3. Exercise: Decision Packaging colour milk boxes
74	77	Video presentation in the moodle-course: Market Research - Video 10 - A Shift from Data Collection to Data Analysis
75	78	Exercise in the moodle-course: 7.3. Forum: How new technologies can be used for market research.
7.5 Wrap-up questions and case study		
77	80	Wrap-up questions
78	81	Case study: 7. Market Research: Case Study Digital Disrupters Competing for our Attention

8 Consumer Behaviour

Pages	Pages h5p	Activity
1-3		Introduction
4		Video presentation in the moodle-course: Consumer Behaviour - Video 01
5-6		Introduction
8.1 Introduction: Why it is so important to understand consumer behavior?		
8-11		Reading material
8.2 Decisions		
13-21		Reading material
22		Case study: Why the iPhone was such a successful product
23-24		Case study, Solution: Why the iPhone was such a successful product
25-35		Reading material
36-38		Case: HelloFresh
39-40		Solution: HelloFresh
41		Video presentation in the moodle-course: Consumer Behaviour - Video 02
8.3 Information processing and advertising styles		
43-45		Reading material
46-50		Case Study: #likeagirl
51-59		Reading material

60		Video presentation in the moodle-course: Consumer Behaviour - Video 03
8.4 Intra- and interpersonal influences		
62-64		Reading material
65-66		Case: Comparing two different websites and their impact on customers
67		Solution: Comparing two different websites and their impact on customers
68-74		Reading material
75		Video presentation in the moodle-course: Consumer Behaviour - Video 04
76-82		Reading material
83-85		Case: Changing Attitudes
86-100		Reading material
101-103	101-107	Exercise in the moodle-course: 8. Exercise: Consumer Behavior Quiz
104-106	108-110	Solution: Consumer Behavior Quiz
8.5 Wrap-up questions and case study		
108	112	Wrap-up questions
109	113	Case study: 8. Consumer Behavior: CASE STUDY: A Case Study on Consumer Buying Behavior towards Selected FMCG Products

9 Mock Exam

10 Impressum