

Application information for 1.5 ECTS courses

Winter term 2018/19

Institute of Information Systems and Marketing (IISM)
Marketing & Sales Research Group



Price Negotiation and Sales Presentations

■ Course Profile	The participants develop a pitch presentation for a potential consulting client. They present their concept on the first of the two practice days. The second day, they participate in price negotiations – one team represents the sales team, the other one the customer's procurement function.
■ Lecturer	Mark Schröder, Partner at Homburg & Partner
■ Maximum Course Size	24 (in teams of 2)
■ Dates (attendance compulsory)	
■ Kick-off	November 9, 2018, 8.00 am – 11.15 am , building tbd, room tbd
■ Negotiation/Presentation	November 29, 2018, 8.00 am – 6.00 pm , building 20.21, room 115 November 30, 2018, 8.00 am – 6.00 pm , building 20.21, room 115

Country Manager Simulation (English)

- **Course Profile** The participants develop a comprehensive international market entry strategy for a US-based company selling toothpaste. The participants then implement this strategy in the realm of a complex, internet-based simulation.
- **Lecturer** Dr. Sven Feurer
- **Maximum Course Size** 16 (in teams of 2-4)
- **Dates (attendance compulsory)**
 - **Kick-off + Lecture in International Marketing Fundamentals** **November 8, 2017, 2 pm – 5 pm**, building 20.21, room 115
 - **Simulation** **January 10, 2018, 9 am – 5 pm**, building 20.21, room 115
January 11, 2018, 9 am – 5 pm, building 20.21, room 115
 - **Presentation** **January 17, 2018, 2 pm – 4 pm**, building 20.21, room 115

Digital Marketing and Sales in B2B (English)

- Course Profile
 - The kick-off gives insights into the following topics:
 - Digital marketing approaches for the B2B sector
 - Development of digital strategies
 - Usage of digital marketing channels
 - Measurement of digital KPIs
 - Afterwards the contents are applied and presented by teams within a case study format
- Lecturer
 - Dr. Anja Konhäuser
- Maximum Course Size
 - 16 (in 4 teams)
- Dates (attendance compulsory)
 - Kick-off
 - November 15, 2018, 11 am – 4 pm**, building 20.21, room 115
 - November 16, 2018, 9 am – 2 pm**, building 20.21, room 115
 - Presentation
 - December 14, 2018, 10 am – 5 pm**, building 20.21, room 115

Case Studies in Sales and Pricing (English)

■ Course Profile	The participants elaborate case studies in sales and pricing in small teams. The focus of this course is on applying marketing theories in practical business scenarios. Each team will present its results in class.
■ Lecturer	Ingo Halbauer, Martin Moosbrugger
■ Maximum Course Size	40
■ Dates (attendance compulsory)	
■ Kick-off	November 12, 2018, 5.30 pm – 7.00 pm , building 20.21, room 115
■ Presentation	December 17, 2018, 2.00 pm – 7.00 pm , building 20.21, room 115 December 18, 2018, 2.00 pm – 7.00 pm , building 20.21, room 115

Application

Standardized application procedure for the courses: **Case Studies in Sales and Pricing, Price Negotiation and Sales Presentations, Digital Marketing and Sales in B2B** and **Country Manager Simulation**:

- **Application time: Monday, October 15, 10 am – Friday, October 26, 10 am**
- Application procedure: Please use the Wiwi-Portal to apply („Workshops of the Marketing & Sales Research Group“ (<https://portal.wiwi.kit.edu/ys/2453>):
 - „Topics“ refer to the above-mentioned courses.
 - Please rate the courses according to your preferences with 5, 4, 3, or 2 stars respectively.
 - Within the Sales Management module you can attend only one course. Please let us know under comments if you enroll in another module as well and intend to visit two courses.
 - Please upload your CV as well as your overview of grades (Bachelor & Master). Please further state how many ECTS you already achieved in Marketing (excluding BWL PM).
 - **Announcement of positive answers: Monday, October 29.**
 - **Please confirm your attendance until: Wednesday, October 31.**
- In case of questions please contact: martin.moosbrugger@kit.edu