Application information for our interactive courses

Summer Term 2021
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

Dates (attendance compulsory)

Lecture
- May 03, 2021, 11.00 am – 4.00 pm, Digital
- May 04, 2021, 9.00 am – 2.00 pm, Digital

Presentation
- June 08, 2021, 10.00 am – 5.00 pm, Digital

Lecturer
Dr. Anja Konhäuser,
Managing Partner at OMMAX

Maximum Size
20 participants (in 5 teams)
Pricing Excellence (English)

Course Profile
The kick-off will provide an overview on:
- Theoretical foundations of price setting of product prices (list prices) and customer net prices (discounting)
- Theoretical background on price execution & price monitoring

Students will then work in teams to solve a pricing case study and present their results.

Dates (attendance compulsory)

Lecture
May 11, 2021, 9.00 am - 5.00 pm,
Digital

Presentation
June 10, 2021, 10.00 am – 5.00 pm,
Digital

Lecturer
Dr. Fabian Bill,
Senior Commercial Excellence Manager at Heraeus

Maximum Size
16 participants
(in 4 teams)
### Course Profile

- **Risk-free but realistic decision-making environment**
- **Compete against other teams over multiple periods**
- **Immediate feedback via company performance**

- **Wide-ranging**
  - Market segmentation, product strategies, marketing mix, R&D, finance, HR, production, distribution, market research, competitive behavior

- **Evaluation**
  - Presentations of strategy and results

- **Note:** In case of less than 24 participants only block A will take place

### Block A

<table>
<thead>
<tr>
<th>Event</th>
<th>Schedule (attendance mandatory)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickoff</td>
<td>Tuesday, 04.05., 4 pm – 5.30 pm</td>
<td>Digital</td>
</tr>
<tr>
<td>Round 1</td>
<td>From 05.05., 12 pm (noon) to 12.05., 6 pm</td>
<td>Self-organized</td>
</tr>
<tr>
<td>Pres. Strategy + Round 2</td>
<td>Wednesday, 19.05., 10 am – 6 pm</td>
<td>Digital, Self-organized</td>
</tr>
<tr>
<td>Round 3-4</td>
<td>Thursday, 20.05., 12 pm (noon) – 6 pm</td>
<td>Self-organized</td>
</tr>
<tr>
<td>Round 5-6</td>
<td>Friday, 21.05., 12 pm (noon) – 6 pm</td>
<td>Self-organized</td>
</tr>
<tr>
<td>Pres. Results</td>
<td>Friday, 04.06., 10 am – 11.30 am</td>
<td>Digital</td>
</tr>
</tbody>
</table>

### Block B

<table>
<thead>
<tr>
<th>Event</th>
<th>Schedule (attendance mandatory)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickoff</td>
<td>Tuesday, 04.05., 4 pm – 5.30 pm</td>
<td>Digital</td>
</tr>
<tr>
<td>Round 1</td>
<td>From 05.05., 12 pm (noon) to 09.06., 6 pm</td>
<td>Self-organized</td>
</tr>
<tr>
<td>Pres. Strategy + Round 2</td>
<td>Wednesday, 16.06., 10 am – 6 pm</td>
<td>Digital, Self-organized</td>
</tr>
<tr>
<td>Round 3-4</td>
<td>Thursday, 17.06., 12 pm (noon) – 6 pm</td>
<td>Self-organized</td>
</tr>
<tr>
<td>Round 5-6</td>
<td>Friday, 18.06., 12 pm (noon) – 6 pm</td>
<td>Self-organized</td>
</tr>
<tr>
<td>Pres. Results</td>
<td>Friday, 25.06., 10 am – 11.30 am</td>
<td>Digital</td>
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Application for 1.5 ECTS courses

Standardized application procedure for the courses: Digital Marketing and Sales in B2B, Pricing Excellence and Marketing Strategy Planspiel:

- **Application time:** Monday, April 12, 10 am – Sunday, April 25, 10 pm
- **Application procedure:** Please use the Wiwi-Portal to apply („Workshops of the Marketing & Sales Research Group“ [https://portal.wiwi.kit.edu/ys/4703]*):
  - „Topics“ refer to the above-mentioned courses.
  - Please rate the courses according to your preferences with 5, 4, 3, or 2 stars respectively.
  - Within our modules 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, April 26.
- **Please confirm your attendance until:** Tuesday, April 27, 11:59 pm.

In case of any questions please contact: robin.pade@kit.edu