

Application information for our interactive courses

Summer Term 2021

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



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,
Managing Partner
at OMMAX



Maximum Size

20 participants
(in 5 teams)



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

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.



Lecturer

Dr. Fabian Bill,
Senior Commercial
Excellence Manager
at Heraeus



Maximum Size

16 participants
(in 4 teams)



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

Marketing Strategy Planspiel (German)



Course Profile

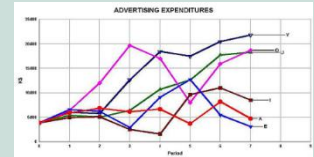
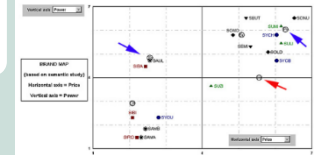
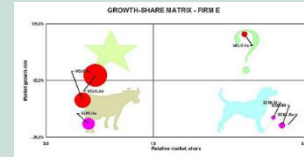
- Risk-free but realistic decision-making environment
- Compete against other teams over multiple periods
- Immediate feedback via company performance

- **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



Lecturer

Saskia Jacob,
Robin Pade



Block A	Schedule (attendance mandatory)	Location	Block B	Schedule (attendance mandatory)	Location
Kickoff	Tuesday, 04.05., 4 pm – 5.30 pm	Digital	Kickoff	Tuesday, 04.05., 4 pm – 5.30 pm	Digital
Round 1	From 05.05., 12 pm (noon) to 12.05., 6 pm	Self-organized	Round 1	From 05.05., 12 pm (noon) to 09.06., 6 pm	Self-organized
Pres. Strategy + Round 2	Wednesday, 19.05., 10 am – 6 pm	Digital, Self-organized	Pres. Strategy + Round 2	Wednesday, 16.06., 10 am – 6 pm	Digital, Self-organized
Round 3-4	Thursday, 20.05., 12 pm (noon) – 6 pm	Self-organized	Round 3-4	Thursday, 17.06., 12 pm (noon) – 6 pm	Self-organized
Round 5-6	Friday, 21.05., 12 pm (noon) – 6 pm	Self-organized	Round 5-6	Friday, 18.06., 12 pm (noon) – 6 pm	Self-organized
Pres. Results	Friday, 04.06., 10 am – 11.30 am	Digital	Pres. Results	Friday, 25.06., 10 am – 11.30 am	Digital

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

**or apply
via QR
Code:*

