

Application information for our interactive courses

Winter term 2019/20

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



Price Negotiation and Sales Presentations (German)



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 Size

24 participants
(in teams of 2)



Dates (attendance compulsory)

Kick-off

November 21, 2019, 5.30 pm – 7.00 pm,
building 20.21, room 115

November 22, 2019, 8.00 am – 9.30 am,
building 20.21, room 115

Negotiation/Presentation

December 10, 2019, 8.00 am – 6.00 pm,
building 20.21, room 115

December 11, 2019, 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

Sven Feurer



Maximum Size

16 participants
(in teams of 2-4)



Dates (attendance compulsory)

Kick-off + Lecture in International Marketing Fundamentals

November 7, 2019, 2.00 pm – 4.30 pm
building 20.21, room 115

Simulation Day 1

January 9, 2020, 9.00 am – 5.00 pm
building 20.21, room 115

Simulation Day 2

January 10, 2020, 9.00 am – 5.00 pm
building 20.21, room 115

Presentation

January 16, 2020, 2.00 pm – 4.00 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

Anja Konhäuser,
Managing Partner at
Ommax



Maximum Size

16 participants
(in 4 teams)



Dates (attendance compulsory)

Kick-off

November 14, 2019, 11.00 am – 4.00 pm,
building 20.21, room 115

November 15, 2019, 9.00 am – 2.00 pm,
building 20.21, room 115

Presentation

December 16, 2019, 10.00 am – 5.00 pm,
building 20.21, room 115

Application for 1.5 ECTS courses

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

- **Application time: Monday, October 14, 10 am – Sunday, October 27, 10 pm**
- Application procedure: Please use the Wiwi-Portal to apply („Workshops of the Marketing & Sales Research Group“ (<https://portal.wiwi.kit.edu/ys/3222>):
 - „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, October 28.**
 - **Please confirm your attendance until: Wednesday, October 31.**
- In case of questions please contact: martin.moosbrugger@kit.edu

International Selling - EUCOR (English)



Course Profile

This course is offered in cooperation with EM Strasbourg. Max. 10 students of KIT and max. 10 students of EM Strasbourg will develop a sales presentation in tandems (teams of 2). This is based on the value proposition of a business model developed in the course "Business Planning for Founders – EUCOR".



Lecturer

Martin Klarmann,
Eric Casenave



Maximum Size

10 participants
(in teams of 2)



Dates (attendance compulsory)

BPF: January 22, 2020, 1.00 pm – 6.00 pm

building 20.21, room 115

BPF: January 23, 2020, 8.00 am – 1.00 pm

building 20.21, room 115

ISe: January 23, 2020, 2.00 pm – 7.00 pm

building 20.21, room 115

ISe: January 24, 2020, 10.00 am – 4.00 pm

building 20.21, room 115

At EM Strasbourg

BPF: March 18, 2020, 1.00 pm – 7.00 pm

BPF: March 19, 2020, 8.00 am – 12.00 pm

ISe: March 19, 2020, 2.00 pm – 7.00 pm

ISe: March 20, 2020, 10.00 am – 4.00 pm

BPF: Business Planning for Founders – EUCOR

ISe: International Selling – EUCOR

Please note:

This course can only be chosen together with „Business Planning for Founders – EUCOR“ as part of the module „Sales Management“ or „Entrepreneurship“.

Application for 3 ECTS courses

Standardized application procedure for the courses: **International Selling – EUCOR and Business Planning for Founders – EUCOR:**

- **Application time: Monday, October 14, 10 am – Sunday, October 27, 11 pm**
- Application procedure: Please use the Wiwi-Portal to apply (Application for "Business Planning for Founders - EUCOR" AND "International Selling - EUCOR" (<https://portal.wiwi.kit.edu/ys/3070>):
 - **Announcement of positive answers: Calendar week 44 (October 28 – October 31)**
 - **Please confirm your attendance until: see application procedure.**
- In case of questions please contact: anika.honold@kit.edu