

Application Information - Interactive Courses

Winter Term 2021/22



Preisverhandlungen und Verkaufspräsentationen (German, 1.5 ECTS)



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 division.



Lecturer

Mark Schröder,
Managing Director & Partner
at Homburg & Partner



Maximum Size

24 participants
(in teams of 2)



Dates (attendance compulsory)

Kick-off

November 17, 2021, 4.00 pm – 5.30 pm,
building 604, room 10.50

November 18, 2021, 8.00 am – 9.30 am,
building 604, room 10.50

Presentation/Negotiation

December 01, 2021, 8.00 am – 6.00 pm,
building 604, room 10.50

December 02, 2021, 8.00 am – 6.00 pm,
building 20.21, room 115

International Business Development and Sales (English, 6 ECTS)



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.



Lecturer

Eric Casenave
Anais Hamelin
Martin Klarmann
Orestis Terzidis



Maximum Size

10 participants
(in teams of 2)



Dates (attendance compulsory)

At KIT*

February 2nd, 2022, 1.00 pm – 6.00 pm
February 3rd, 2022, 8.00 am – 1.00 pm
February 3rd, 2022, 2.00 pm – 7.00 pm
February 4th, 2022, 10.00 am – 1.00 pm
February 4th, 2022, 2.00 pm – 4.00 pm

At EM Strasbourg*

February 23th, 2022 tba
February 24th, 2022 tba
February 25th, 2022 tba

**room to be announced*

Application for our interactive courses

Application procedure for our interactive courses „**Preisverhandlungen und Verkaufspräsentationen**“ and „**International Business Development and Sales**“:

- **Application time: Monday, October 25, 10 am – Sunday, November 07, 11.55 pm**
- Application procedure: Please use the Wiwi-Portal to apply:
„Workshops of the Marketing & Sales Research Group“ („Interaktive Kurse der Forschungsgruppe Marketing & Vertrieb (WS21/22)) - <https://portal.wiwi.kit.edu/ys/5262>*:
 - Within our modules you can attend only one interactive 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, November 08** (for International Business Development and Sales no later than Wednesday, 10.11.21).
 - **Please confirm your attendance until: Sunday, November 14, 11:59 pm.**
- In case of any questions please contact: robin.pade@kit.edu

**or apply
via QR
Code:*

