

Application information for our interactive courses

Summer Term 2022



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 teams of 2-4)



Dates (attendance compulsory)

Lecture

May 18, 2022, 11.00 am – 4.00 pm,
Building 20.21, Room 115 (In Presence)

May 19, 2022, 9.00 am – 2.00 pm,
Building 20.21, Room 115 (In Presence)

Presentation

June 15, 2022, 10.00 am – 5.00 pm
Building 20.21, Room 115 (In Presence)

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 Sales Excellence
Manager at SCHOTT



Maximum Size

16 participants
(in teams of 2-4)



Dates (attendance compulsory)

Lecture

May 25, 2022, 9.00 am - 5.00 pm,
Building 20.21, Room 115 (In Presence)

Presentation

June 22, 2021, 10.00 am – 5.00 pm
Building 20.21, Room 115 (In Presence)

Online-Konzepte für Karlsruher Innenstadt Händler (Deutsch)



Kursprofil

Im Theorieteil (Kick-off) vermittelt die KME Karlsruhe Marketing und Event GmbH (Citymarketing) anwendungsorientierte Kompetenzen zu spezifischen Instrumenten im Online Marketing, z.B. Content/Social Media/Search Engine/Ad Management. Im Praxisteil kooperieren Studierendenteams mit jeweils einem realen Händler. Über eine Analyse des Online-Auftritts werden konkrete Optimierungspotentiale identifiziert, digitale Lösungen entwickelt und implementiert und Ergebnisse dokumentiert.



Dozent

Prof. Dr. Martin Klarmann/Mitarbeiter, KME GmbH



Maximum Size

20 TeilnehmerInnen
(2-4 Studierende/Team)



Termine (Anwesenheitspflicht)

Kick-off Veranstaltung

12. Mai 2022, 9.00 - 12.00 Uhr,
Geb. 01.93 Seminarraum K1 (in Präsenz)

Präsentationen

02. Juni 2022, 14.00 – 17.00 Uhr
Geb. 01.93 Seminarraum K1 (in Präsenz)

29. Juni 2022, 14.00 – 18.30 Uhr
Geb. 01.93 Seminarraum K1 (in Präsenz)

Application for 1.5 ECTS courses

Standardized application procedure for the three courses: **Digital Marketing and Sales in B2B**, **Pricing Excellence** and **Online-Konzepte für Karlsruher Innenstadtändler**:

- **Application time: Tuesday, April 19, 00:00 am - Monday, May 02, 11:55 pm.**
- Application procedure: Please use the Wiwi-Portal to apply („Interaktive Kurse der Forschungsgruppe Marketing & Vertrieb (SoSe 22)“, <https://portal.wiwi.kit.edu/ys/5862>)*:
 - „Topics“ refer to the above-mentioned courses.
 - Please rate the courses according to your preferences with 1 to 5 stars (5 = favorite).
 - 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 have already achieved in Marketing (excluding BWL PM).
 - **Announcement of positive answers: Tuesday, May 03.**
 - **Please confirm your attendance until: Thursday, May 05, 11:59 pm.**
- In case of any questions please contact: robin.pade@kit.edu

**or apply via
QR Code:*

