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 Innenstadthändler (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 Studierendeteams mit jeweils einem realen Händler. Über eine Analyse des Online-Auftritts werden konkrete Optimierungspotentiale identifiziert, digitale Lösungen entwickelt und implementiert und Ergebnisse dokumentiert.

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)

Dozent
Prof. Dr. Martin Klarmann/Mitarbeiter,
KME GmbH

Maximum Size
20 TeilnehmerInnen
(2-4 Studierende/Team)
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 Innenstadthändler:

- **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:*