

Module Handbook

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Course WIW-MKT-IGM-K-7

Industrial Marketing (2V+2U, 6.0 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
-	K	Lecture with exercise classes (V/U)	6.0 CP		
2	V	Lecture		30 h	60 h
2	U	Lecture hall exercise class		30 h	60 h
(2V+2U)			6.0 CP	60 h	120 h

Basedata

SWS	2V+2U
CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Roth, Stefan, Prof. Dr. (PROF DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

Notice

The exercise class is organized in small groups with around 5 students. The number of groups depends on the total number of students.

Contents

Lecture Industrial Marketing:

- Focus: Selling products/services to business customers
- Multiperson decision processes
- Strongly formalized purchase decision processes
- Methods to evaluate alternatives
- Incentives for key actors

Exercise Industrial Marketing:

- Focus: marketing of products/services to business customers
- Exercise: computer-based simulation INDUSTRAT
 - Weekly decisions on pricing, product portfolio, targeting and investments in new technologies
 - Case study preparation

Literature

Backhaus, K./Voeth, M. (2014): Industriegütermarketing, 10. Aufl., München.

Materials

Skript on OLAT

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-MKT-IGM-K-7]

Module	Name	Context	
[WIW-MKT-IGM-M-7]	Industrial Marketing	P: Obligatory	2V+2U, 6.0 LP