The course will give an introduction into the specifics of B2B Marketing. Students will learn about the specifics of how to market industrial goods vs. consumer goods and the specifics of corresponding B2B marketing processes. Based on that the development of business-type-specific marketing concepts (business-type marketing) will be discussed. Also, features and the management of organizational procurement processes will be taught. A further scope of the course is on the specifics of branding and market research in the industrial goods sector. We will also cover measurement approaches and analysis methods. Methodology: Theoretical methods and models will be exemplified by practical examples and by the Harvard case study method.

**Assessment:** The grading of this course will be based on a team assignment (individual grading).

**Lecturer:** Prof. Dr. Günther  
**ECTS:** 4