

IMP222 B2B Marketing & Sales

After a basic introduction to industrial goods marketing and the differentiation from consumer goods marketing as well as the presentation of the special features of industrial marketing processes, characteristics and the management of organizational procurement processes are discussed. The focus is on explanatory approaches to consumer behavior in the industrial goods sector, the development of business type-specific marketing concepts (business type marketing) and B2B sales management. With regard to sales, the challenges and conceptual foundations of sales management are taught, particularly with regard to industrial goods sectors and B2B sectors. The course deals with the planning, design and coordination of the sales organization as well as special features in the implementation of personal sales. This includes the relevance and design options of customer relationship management as well as conducting negotiations according to the Harvard method. The explanations are explained using concrete practical examples and deepened using selected case studies.

Assessment: case study team assignment

Lecturer: Prof. Dr. Günther

ECTS: 3