

Seminar Advanced Topics in Marketing and Sales

Course number:	6325
Hours per week:	4
ECTS:	7
Scheduled:	Summer Term
Format:	seminaristic teaching + practice exercises
Examination:	Study Work (5-15 pages) with presentation (5-15 min)
Lecturer:	Prof. Dr. Gregor Weiche
Objectives:	Objective of this course is to familiarize students with selected marketing and sales topics in both theory and practice. Characteristic of this course is a comprehensive and interdisciplinary view of marketing and sales. Subject-specific knowledge and methodical knowledge acquired in previous courses of study are deepened and extended.
Contents:	• Introduction to Marketing and Sales • Introduction to our selected topic (e.g. business plan writing, marketing research, international marketing) • Term project
Pre-requisites	• Principles of Marketing and Sales • Project Management • Principles of Finance or Accounting • Basic German language skills (easy conversation) e.g. to interact with Focus Groups or to research external information.
Recommended Reading:	Depending on project All books in the current edition