



Course number: WIM 36020
Innovation Marketing
Study level: Bachelor /
Undergraduate

Prof. Dr. Guido Baltes

Language of instruction: English
ECTS Credits: 3

Objectives:

This course follows an internet-supported community-based learning method. The resources of this course are predominantly electronic or web based and will thus be distributed via a virtual collaboration platform – the VE Forum. The forum facilitates a dynamic learning environment and provides you with interactive feature for conducting virtual discussion, contacting experts, commenting on material etc..

This class focuses on the main concepts and context of high-technology marketing. The major topic areas covered include: Relevance of Marketing in a global competition, The aspect of interaction within B2B Marketing, Structures and processes of industrial sourcing, Marketing specialties of specific business models, Marketing of High Technology, Marketing strategies in hyper-competitive environments, Analyzing the competitive environment, Market Segmentation, Managing B2B Brands.

Contents:

Session 1

Introduction to the content and structure of the course, topic overview

Session 2

Relevance of B2B Marketing in globalized competition

Session 3

The interaction aspect of B2B Marketing – Theoretical approaches and buying-selling-centre interaction

Session 4

Structures and processes of industrial sourcing

Session 5

Marketing specific characteristics of business types (OEM supplier, plant engineering and construction)

Session 6

Marketing specific characteristics of business types (product business, system business)

Session 7

Marketing for innovation: Product life circle acceleration and diffusion of innovation

Session 8

Marketing for innovation: First Mover/Fast Follower, Lead-Market/Lead-Customers

Session 9

B2B Marketing strategies in hyper-competitive environments: Concepts and Approaches

Session 10

Concepts for analysing the competitive environment, segmenting the market and creating a B2B brand

Sessions 11 – 14

Compact Seminar “Sales Interaction”

Assessment:

Assessment of this course is based on a 90-minute written final examination.