



Course number: EIW 43364
Marketing of Capital Goods
Study Level: Bachelor
(in-depth subject)

Prof. Dr.-Ing. Wolf-Stephan Wilke
Language of Instruction: English
ECTS Credits: 6

Prerequisites for participation in module:

Solid knowledge in basics of business administration, in particular marketing and investment & financing. Technical-physical understanding. Regular visit of the lectures and participation in the case study is strongly recommended. The module is placed in semester 6 of the EIW / IWI study program for business engineers.

Objectives:

Subject-specific competencies:

Students

- know the philosophy and specifics of business-to-business (B2B) marketing,
- know the business typologies in B2B marketing,
- experience and comprehend the B2B marketing process by a role play (workshop),
- can apply the marketing instruments in a B2B environment,
- know basic aspects of the (electronic) tools used in B2B marketing.

Methodological competencies:

Students

- can research and analyze a branch situation,
- know the business rules in customer communication and consulting.

Interdisciplinary competencies:

Students

- can plan, design and evaluate a technical-economical system with regard to social and ecological aspects,
- can integrate technical and economical key figures into a consistent EXCEL model.

Contents:

- Workshop: Case Study (student's role play leading through the business-to-business-marketing process)
- Business-to-business-marketing as marketing discipline
- The concept of comparative competitive advantage (CCA)
- The three perspectives of the CCA: the industrial customer, the competition, the supplier
- Gathering and processing of CCA relevant information
- Business typologies / Product Management / Innovation Management
- Product business / Project business

Assessment:

Assessment of this course will be a final written examination.