

Vorlesungsbeschreibung International Business-to-Business Marketing and Branding

Lernergebnisse

Upon completion of the module, students will be familiar with the special features of business-to-business marketing, also with regard to the increasing importance of digital transformation processes. Skills are acquired to develop implications for the design of the marketing and sales strategy. In addition, students learn the importance and implementation of customer relationship management tools in marketing practice. Students also know how to systematically analyse business markets in order to select relevant markets and develop positioning strategies.

Inhalte

- Fundamentals and basic terminology of business-to-business marketing
- Buying patterns of organisations
- Management of digital transformation processes
- Design and management of sales systems
- Customer relationship management and CRM

Literatur

Lilien, G./ Petersen, A./ Wuyts, S. (2022, eds.):

Handbook of Business-to-Business Marketing, Edward Elgar Publishing

Kreutzer, R. (2021): Kundendialog online und offline,

Das große 1×1 der Kundenakquisition, Kundenbindung und Kundenrückgewinnung,
Wiesbaden

Kreutzer, R./Rumler, A./Wille-Baumkauff, B. (2020):

B2B-Online-Marketing und Social Media, Handlungsempfehlungen und Best Practices, 2.

Aufl., Wiesbaden

Backhaus, Klaus / Voeth, Markus: Industriegütermarketing [Industrial Goods Marketing], 10th ed. 2014

Scientific journals relevant for business marketing:

- Industrial Marketing Management
- Journal of Business Research
- Journal of Business-to-Business Marketing

Lehrmethode

Lecture/ Exercise/ Seminar/ Coaching

Lehrsprache

Englisch

Studien-/Prüfungsleistung

Project work consisting of an oral and written part

Credits

6

Alle öffnen Alle schließen