

## **IMP222 B2B Marketing & Sales**

### Learning outcome

The special features of B2B marketing with a strong reference to industrial goods marketing are understood. Students describe the special features of the marketing mix application, in particular sales management. Furthermore, students know the main influencing factors, models and concepts of B2B marketing/sales decisions and can apply them. The Harvard method for conducting negotiations is understood and can be applied.

### Contents

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 assignment with presentation/seminar paper or term paper. Type of examination will be announced at the beginning of the term.

**Lecturer:** Prof. Dr. Günther

**ECTS:** 3