



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:	<ul style="list-style-type: none">• Introduction to Marketing and Sales• Introduction to our selected topic (e.g. business plan writing, marketing research, international marketing)• Term project
Pre-requisites	<ul style="list-style-type: none">• 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