

Name of programme: **Logistics Management B.Sc.**

<b>Title of Module</b>	<b>Industrial Marketing</b>
Responsible person	Prof. Dr. Monika Maria Möhring
Teacher	Dr. Cindy Chung
Module Code	BWL15
Type of Module	<input type="radio"/> obligatory module, <input checked="" type="radio"/> elective module (for degree seeking students)
Level (BA / MA)	<input type="radio"/> BA <input checked="" type="radio"/> BSc <input type="radio"/> BEng, <input type="radio"/> MA <input type="radio"/> MSc <input type="radio"/> MEng <input type="radio"/> MBA
Language	English
Related Degree Programme/s	Logistics Management (B.Sc.)
Department	Management and Communication
Location	<input type="radio"/> Gießen, <input checked="" type="radio"/> Friedberg
Availability/frequency of module	<input type="radio"/> every semester, <input checked="" type="radio"/> annually in the winter semester, <input type="radio"/> annually in the summer semester,
Hours per Week / Workload	42 HpW, contact hours per week 150 H in total
Number of CrP/ECTS	5 ECTS/CrP
Forms of instruction	<input checked="" type="radio"/> lecture <input type="radio"/> seminar <input type="radio"/> supervised training <input type="radio"/> laboratory practical course
Qualifications and Goals	B2B marketing (or industrial marketing) represents a central part of market-ing activity in the economy. When compared to B2C marketing it becomes clear that it contains aspects that managers should be aware of. The design of B2B marketing strategies must thus be considerably different. This module is designed to equip students with a comprehensive understanding of marketing management issues in the B2B context. It begins by defining the B2B context and analysing how organisational buying behaviour differs from B2C consumer behaviour and how customer relationships are managed in business markets. Students then explore how business markets are segmented as part of the business marketing strategy plan. Service management and innovation management are also treated. Students also spend a significant amount of time discussing the
Short Description of Contents (für Kurzdarstellung tip-Text auf THInC-homepage, max 500 Zeichen)	This module is designed to equip students with a comprehensive understanding of marketing management issues in the B2B context. It begins by defining the B2B context and analysing how organisational buying behaviour differs from B2C consumer behaviour and how customer relationships are managed in business markets. Students then explore how business markets are segmented and spend a significant amount of time discussing the marketing mix and the role of
Description of Contents (Umfang, unbeschränkt)	Perspectives on the Organizational Buyer - Organizational Buying Behavior - Customer Relationship Management Strategies for Business Markets - Business Marketing Planning: Strategic Perspectives - Business Marketing Strategies for Global Markets - Managing Products for Business Markets - Managing Innovation and New Industrial Product Development - Managing Services for Business Markets - Managing Business Marketing Channels - Supply Chain Strategies
Prerequisites (fachliche Voraussetzungen)	(1) basics in business administration, (2) B2 level in English
Assessment (Prüfungsleistung)	<input type="radio"/> oral ( <input type="radio"/> examination, <input type="radio"/> presentation), <input checked="" type="radio"/> written ( <input checked="" type="radio"/> examination of 90 minutes, <input type="radio"/> term paper), other:
Literature/Textbooks	Michael, D. Hutt; Thomas, W. Speh (2013), Business Marketing Management: B2B, (11th Ed.), Cengage Learning.  Additional resources (e.g. journal articles, cases and solution spreadsheets) will be made available
Other	none