

Syllabus  
**BAE4037 Marketing Simulations**  
Prof. Dr.-Ing. Reiner Bühler  
Summer Semester 2024

<b>Level</b>	Bachelor	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	2	
<b>Workload</b>	90 hours	
<b>Prerequisites</b>	Passed first study section	
<b>Time</b>	Fridays 9:45 – 5:00 pm	
<b>Room</b>	T.1.3.04	
<b>Start Date</b>	s. LSF	
<b>Lecturer(s)</b>	<b>Name</b>	Prof. Dr.-Ing. Reiner Bühler
	<b>Office</b>	T1.2.23
	<b>Virtual Office</b>	N/A
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## Summary

The term B2B marketing has the following meaning: how do I find the right customers, how do I convince and sell the products of my company as a future marketing or sales engineer to my business customers? Sales is the most important activity in any company, because without "sales", the company does not generate any revenues and therefore cannot exist. For you as prospective engineers in your future careers, sales is largely congruent with technical sales and B2B marketing.

The sales engineers are the figurehead of the company because they represent the company to the outside. The supreme discipline here is the "technical sales" of products that require explanation, these are usually more complex machines, robots and systems for the investment goods industry. This means that customers will only buy the products if you are able to convince them of the advantages and benefits of your product, the so-called USP (unique selling proposition). In addition you have to prove your customer a positive ROI analysis and you as a sales engineer ultimately gain the trust of the customer, to stand out from your competitors.

## The students of the module B2B Marketing Simulations

- know the tasks of an engineer in the field of technical sales
- understand the importance of a confident and sovereign appearance towards customers.

## Customers

- know that the sales engineer is an open and honest listener, consultant and partner of the customer
- are able to apply this knowledge through their own experience in the simulations or role plays when planning and carrying out an initial customer contact.

The marketing and sales engineer is the customer's contact person from the planning stage through the use of the product and thus throughout the entire life cycle.

We have developed a holistic approach across the entire sales process: starting from the customer's needs, to the presentation of your company and its products to the customer, to the preparation and the presentation of the offer to the customer, finally the contract signing and subsequently the possible maintenance.

The interaction with your customer usually starts with the first contact, "cold acquisition", followed by various e-mails and phone calls, digital and on-site presentations and customer visits. In the form of role play and simulations you will be prepared for exactly these situations in your future practical professional life. You will improve and develop your presentation and negotiation skills and we will discuss the custom fit and hands-on design of e-mails, business correspondence and presentation documents as well as the necessary structure and content of offers.

The participants will be brought up to speed with the learning objectives conveyed in the **theoretical part** of the lecture so that they can take on leadership and management tasks in marketing and sales organisations, for example in management consulting or as key account managers. Accordingly, the participants

- are familiar with the tasks of marketing and sales,
- understand how important it is to deal with customers in a trusting manner,
- know how to prepare offers and conduct negotiation situations with confidence,
- can plan and implement marketing and sales projects with a technical background.

The seminar has a high **practical relevance**. The following tasks are deepened in teamwork and refined in role plays:

- Developing holistic approaches, starting with the customer's needs, presenting the company and its products to the customer, and presenting the offer.

- Building a trusting customer relationship, from the first customer contact to the first and follow-up order.
  - Structure and content of offers as well as negotiation techniques.
  - Persons who work in the B2B Marketing are contact persons for the customer, from planning to the use of products and services over the entire life cycle.
- During the seminar, the tasks are prepared by the participants in homework and seminar presentation and carried out in role plays.

## **Outline of the Course**

### **Course topics:**

In the Theoretical Part you will learn in the lessons the basics of the B2B marketing and sales the chapter are as follow:

- Introduction and basics
- The customer, the unknown entity
- The product
- Communication and customer approach in marketing and sales
- Processing and preparing offers
- Negotiation and closing (sales techniques)
- After sales and follow-up

In the Practical Part you will learn applying the entire sales process from the initial contact "cold calling", the presentation of the company and products to the customer to the structure and content of offers as well as negotiation techniques are the content of the lecture and are prepared in the form of simulation on the part of the students and practice in role plays.

For this, you will get a case study from the automotive sector.

### **Overview:**

The participants are divided into working groups. Each group has to take strategic and operative decisions within the framework of a marketing business simulation. The main focus is on strategic corporate behavior with the use of marketing tools in a realistic corporate environment. Strategic thinking, justifying and acting on virtual sales markets is an important part of the course.

In addition, each working group has to establish a company communication campaign, that suits their business model, and introduce a marketing topic using a scientific approach.

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes
After completion of the program the students will be able...	After completion of the course the students will be able...
<b>1 Expert Knowledge</b>	
1.3 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to deepen knowledge of interdependencies between customer requirements (market) and company-specific framework conditions.
1.8 ...to demonstrate profound expert knowledge in their field of specialization.	...to prepare for market-oriented corporate decisions.
<b>2 Digital Skills</b>	
<b>3 Critical Thinking and Analytical Competence</b>	
<b>4 Ethical Awareness</b>	
<b>5 Communication and Collaboration Skills</b>	
5.2 ...to demonstrate their oral communication skills in presentations.	...to prepare multimedia presentations as part of the simulation: strategy presentation, sales calls as a final presentation.
5.3 ...to work successfully in a team by performing practical tasks.	...to work on complex case studies or projects in teamwork.
<b>6 Internationalization</b>	

After completing this course, you

- Will know how to make objective marketbased decisions
- Will be able to develop an advertising and communication strategy for a specific company
- Will have some initial experience in the practical use of marketing research data
- Will be aware of the right strategic action and will know how to capable of presenting and defending decisions to stakeholders in an appropriate manner.

### Teaching and Learning Approach

The learning method is based on a three-phase approach. In the first phase you will learn the basics of marketing and sales in a B2B environment. All participants will receive fundamental information about marketing business simulation and further seminar material and guides.

In the second phase you will receive the case study with an introduction to the main subject-related contents. During the second session the students will be divided into working groups.

The third phase will be “your part” as a founder of a start-up in the factory automation industry who tries to acquire his first major customer. We wish you much success!

## Literature and Course Materials

### Course material:

- Seminar material (first part) and case study (second part)
- Kotler, P., Keller, K., Opresnik, M.: Marketing-Management. 14. Edition, München u.a.: Pearson, 2015.
- Kleinaltenkamp, M.. Business Relationship Management and Marketing : Mastering Business Markets [Online], Berlin, Heidelberg, Springer, 2015.
- Preußners, D.: Sicheres Auftreten für Ingenieure im Vertrieb, Gabler, Wiesbaden, 2021
- Rentzsch, H.: Kundenorientiert verkaufen im technischen Vertrieb, 4. Aufl., Gabler, Wiesbaden, 2008
- Hüffmann, P.: Der Vertriebsingenieur, VDE, Offenbach, 2001
- Kleinaltenkamp, M.; Saab, S.: Technischer Vertrieb: Business-to-Business Marketing (VDI), Springer, Berlin, 2009

### Further literature:

- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmensführung. 4. Edition, Stuttgart: Kohlhammer, 2006
- Wöhe, G.: Einführung in die Betriebswirtschaftslehre. 24. Edition, München: Vahlen, 2011.
- Backhaus, K.: Industriegütermarketing, 10. Edition, München: 2014.

### Assessment

PLH/PLL//PLP/PLR

The performance of the students will be measured thorough several components, which will be better explained during the first session.

- 1 – excellent (pass grade) = outstanding work
- 2 – good (pass grade) = work which is above average
- 3 – satisfactory (pass grade) = average work
- 4 – sufficient (pass grade) = work with shortcomings which still meets requirements
- 5 – insufficient (fail grade) = work with severe shortcomings - does not meet requirements

## Schedule

Block #	Subject
1	First session, kick off; Theoretical Part Lessons about B2B Marketing and Sales; Second Part: Introduction Case Study and set of the groups
2	Phase 1 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Marketing and Sales with Discussion and Feedback
3	Phase 2 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Marketing and Sales with Discussion and Feedback
4	Phase 3 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Marketing and Sales with Discussion and Feedback

## Code of Conduct for Students

It is mandatory to take part at each appointment for all participants. Each team member has to play an active role during the presentation appointments and role plays.

[Link to the Code of Conduct for online Teaching](#)

## Teaching Philosophy

Your learning progress and your success is of key importance. Here we would like to support you in the best possible way. In case you have any questions or concerns regarding the course please feel free to contact me personally or send me an email. I will respond soon and arrange an appointment if necessary.

I will do anything to ensure that you achieve a successful learning progress and understand the practical meaning of the course contents. It is important to me that you develop independent and market-oriented thinking and learn how the marketing and sales process in the B2B industry works. Also the technical background of an engineer in the factory automation is essential to learn how the business works.

After every role play you will get an individual feedback about your task in the marketing and sales team.

Questions about course contents should be asked as soon as possible during the course. Your comments, if they are useful for the learning progress, are welcome. I really want you to complete the course successfully, but the main work is up to you. I care not only about your mastering of the course, but also about you gaining important knowledge and understanding its contents. Finally, if you have enthusiasm for your future career, it will be great. Additional Information