

Marketing-Controlling E

MKT 3301

Syllabus

Winter Semester 2020-2021

Prof. Paul G. Maciejewski

Basic Information:

ECTS Credits: 2 (workload 30 contact hours + 30 hours of self-study)

Time (room): Friday, 12:00-13:30 (W1.4.06) or Alfaview

Start: October, 9th

Level: Basic

Prerequisites: You should have a good overview regarding different marketing functions/foundations in marketing.

A growing number of managers/entrepreneurs realize the necessity to build up and maintain a Marketing and Sales Controlling in their companies. Marketing and sales activities have to be more planned and steered, compared to former times, before their go life.

In this interactive course we will discuss and train different aspects of Marketing Controlling (MC), especially different instruments of MC.

THIS IS A COURSE FOR STUDENTS THAT ARE INTERESTED IN MODERN ASPECTS OF MARKETING CONTROLLING!

In detail we will discuss the following topics:

Content/Outline:

1. What is Marketing and Sales Controlling (MSC) ?
2. Goals/Tasks of a modern Marketing and Sales Controlling
3. Strategic vs. operative Marketing Controlling

4. Instruments of MC

4.1 Management Information Systems (MIS)

4.2 Data Warehouse

4.3 CRM/Customer Lifetime Value

4.4 Measurement of Customer Satisfaction

4.5 Complaint Management

4.6 Customer Evaluation Systems

- A/B/C-Analysis; Customer Scoring Models; Different Types of a Portfolio Analysis; etc.

4.7 Indicator Systems and their Importance for MSC

4.8 Process Management in the MSC Area

4.9 Knowledge Management/Steering of Customer Knowledge

5. Organisational Alternatives for MSC

5.1 Organisational Alternatives

5.2 Analysis of different Organisational Types

6. Etc.

In this lecture I will tell you my practical experiences as a Marketing Controller.

Learning Objectives:

At the end of our course

- students know why it is absolutely necessary for a company to build up a MSC
- you get insight into different instruments of a Marketing Controlling
- you can identify areas of application of a MSC.

Teaching and Learning Approach:

My teaching approach is very interactive. This means that students should interrupt me in the class when something is not so clear for them and they need more information. I expect that students should actively participate in every teaching session. The students' active participation will be encouraged by a continuous questioning by the lecturer!

Students who are more interested in further details of the topics are advised to consider the mentioned literature.

Teaching and Learning Methods:

- Lectures
- Active participation in class discussion
- Self-study

Contributions to Program Goals:

Goals	Contributions	Assessment
Knowledge Students show that they have basic knowledge in marketing controlling	Assessment of MSC instruments and their strategic role in marketing	Written exam
Use of information technology	X	X
Critical thinking and analytical competence	Critical discussion of methods to analyze real controlling problems in marketing	Discussion within class, written exam
Ethical awareness	Ethical challenges in using MSC instruments	Discussion within class, group-work
Communication skills	Problem based approach within class	Class discussion
Capacity for teamwork	X	X

Instructor:

Prof. Paul G. Maciejewski

Office: W 2.3.13

Office hour: Friday, 15:30-17:00

Literature:

- Grant, Robert M.: Contemporary Strategy Analysis, Blackwell Publishers,2010
- Horváth, P.: Controlling, Vahlen Publishers,12th Edition, 2011
- Sakr, Sherif et al.(Eds.): Large Scale and Big Data: Processing and Management, CRC Press, 2014
- Stevens, R./Kushner,T.C.: B2B Data Driven Marketing, 2016

- Wheelen, Thomas L./Hunger, David J.: Strategic Management and Business Policy, Prentice Hall, 2010

Grading:

At the end of the semester students have to take a written examination (45 minutes) that covers different aspects of the course. The final mark will be based on the results achieved in this final exam.