



Diploma of Basic Studies

## Marketing & Sales

4 Modules | 10 Webinars and self-studies

**Programme co-ordinator**

Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg



© contrastwerkstatt - Fotolia.com

# Certified Course “Marketing & Sales“

## Certified Course „Marketing & Sales “

### Qualification aim

The participants will get acquainted with the core marketing issues of business activities, the sales characteristics and business planning and they will learn the different types of market research. They know how to prepare a presentation and how to identify the “right” marketing mix for their products and services. They will work out questions of procurement, learn how a supply chain can be represented and modelled, learn how a procurement analysis is carried out, and will be familiar with possibilities of supplier evaluation. The participants get an overview of the most well-known theories and models of marketing, learn about different strategies of market entry and link marketing activities with sales strategies for different technologies. The participants acquire methodological competence to successfully place products and services in their markets.

---

### Module 1: Basics of Marketing (core topics)

Marketing circle and dimensions of marketing # Marketing trends, mistakes and principles of marketing # Marketing strategies # International marketing

- Seminar/Webinars/WBTs: 9 hours

### Module 2: Market Research (core topics)

Supply chain # Sourcing strategies # Market research for industrial products and services (B2B and B2C and B2B2C) # International market research

- Seminar/Webinars/WBTs: 6 hours

### Module 3: Sourcing & Sales Strategies (core topics)

Supply chain management # Logistics # Sales strategies # Linking up marketing and sales strategies

- Seminar/Webinars/WBTs: 6 hours

### Module 4: Business Plan & Presentation (core topics)

Business plan development # Business development and business model generations based on the IMLead® concept # Preparation of good presentations # Elevator pitch

- Seminar/Webinars/WBTs: 9 hours

---

### Target Group

The certification course is aimed at persons who are responsible for marketing & sales in companies and organizations, as well as persons who are responsible for the positioning and marketing of products and services as group managers or project manager or manager in a start-up company.

---

### Management

Prof. Dr. Bertram Lohmüller  
General Director of Export-Akademie Baden-Württemberg

# Certified Course “Marketing & Sales“

## Experts, Professors and practical experts with experience in teaching

- Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg
  - Petra Lohmüller, Master of Arts, Export-Akademie Baden-Württemberg GmbH
  - Dr. Alexander Petrikhin, Export-Akademie Baden-Württemberg
  - Karsten Thies, MBA Consulting
- 

## Coaching

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

---

## Workload

The training course „Marketing & Sales“ is certified by Export-Akademie Baden-Württemberg with a total workload of 90 hours

The workload is as follows:

- 30 hours seminar time
  - 50 hours self-study time based on the provided by EABW study materials
  - 10 hours transfer time for presentation
- 

## Course structure

Webinars and interactive web-based trainings have a duration of about 3 hours. Webinars have fixed dates: Access to interactive WBTs is open during the whole course and working time is flexible.

### Module 1: Basics of Marketing

- *Webinar 1:* «Marketing elements and Marketing Circle»
- *Webinar 2:* «Strategic marketing »
- *Webinar 3:* «International marketing»

### Module 2: Market Research

- *Webinar 4:* “Market research”
- *Webinar 5:* “International market research”

### Module 3: Sourcing & Sales Strategies

- *Webinar 6:* «Sourcing Strategies»
- *Webinar 7:* «Sales strategies»

### Module 4: Business Plan & Presentation

- *Webinar 8:* «How to Create a Business Plan – Elements of a Business Plan»
- *Webinar 9:* «Business development according to the IMLead concept® »
- *Webinar 10:* «How to make a “good” Presentation?»

### Transfer Paper and presentation

- Latest submission deadline of transfer paper with 10 pages and PowerPoint Presentation (20 Slides) is 2 weeks after the last module.
- 

### Registration & Information:

The course registration can be done online. The registration form can be downloaded from [www.eabw.org](http://www.eabw.org)

# Certified Course “Marketing & Sales“

## Course Fee

Course fee for all 4 modules is € 1350.-  
For groups of 10 participants and more special conditions and rates apply  
(In the fee tax is included)

---

## Diploma of Basic Studies (DBS)

Diploma of basis studies will be awarded after participation in the courses and submission of a transfer paper according to the specifications of the Export-Akademie Baden-Württemberg with approx. 10 pages and evaluation of the work.

---

## Organization

The course is conducted in distance learning and self-study phases with optional residential seminars.

The attendance phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to cooperate, interact and work in teams is trained in group work, case studies, role-plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

---

## Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

Recommended duration of the course is 4 months.

Internationally also customized courses are conducted with other starting dates.

---

## Application procedure

The general terms Export-Akademie Baden-Württemberg Tübingen are applied and can be downloaded from [www.eabw.org](http://www.eabw.org)

---

## Contact

Export-Akademie Baden-Württemberg GmbH  
Konrad-Adenauer-Straße 13  
D-72072 Tübingen  
Tel: +49 (0) 7071-5499920  
Fax: +49 (0) 7071-5499929  
[www.eabw.org](http://www.eabw.org)

For detailed timetable please contact  
[eugen.breining@eabw.org](mailto:eugen.breining@eabw.org)

