

Prüfungsdaten – Lehrstuhl Sales und Marketing – SS 25

Bachelor:

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| • Sales and Marketing Management | 28.07.2025 |
| • Customer Relationship Management | 01.08.2025 |
| • Introduction to Marketing Intelligence (Wiederholer) | 13.08.2025 |
| • Strategic Brand Management (Wiederholer) | 01.08.2025 |
| • Business-to-Business-Märkte (VHB) | 11.07.2025 |

Master:

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| • Intercultural Challenges in Customer and Account Mnmt. | 25.07.2025 |
| • Business-to-Business Marketing & Purchasing | 01.08.2025 |
| • Price Management | 06.08.2025 |
| • Methoden der Marktforschung | 25.08.2025 |
| • Sustainability and Responsibility in Management | 14.08.2025 |
| • Corporate Responsibility and Product Management | 01.08.2025 |
| • Blockchain Applications for Business (VHB) | 11.07.2025 |
| • Marketing- und Vertriebscontrolling (VHB) | 07.07.2025 |