



Current Issues in Management & Economics

**Sales and Marketing Strategies for companies & brands
within the Fast-Moving Consumer Goods (FMCG) industry**

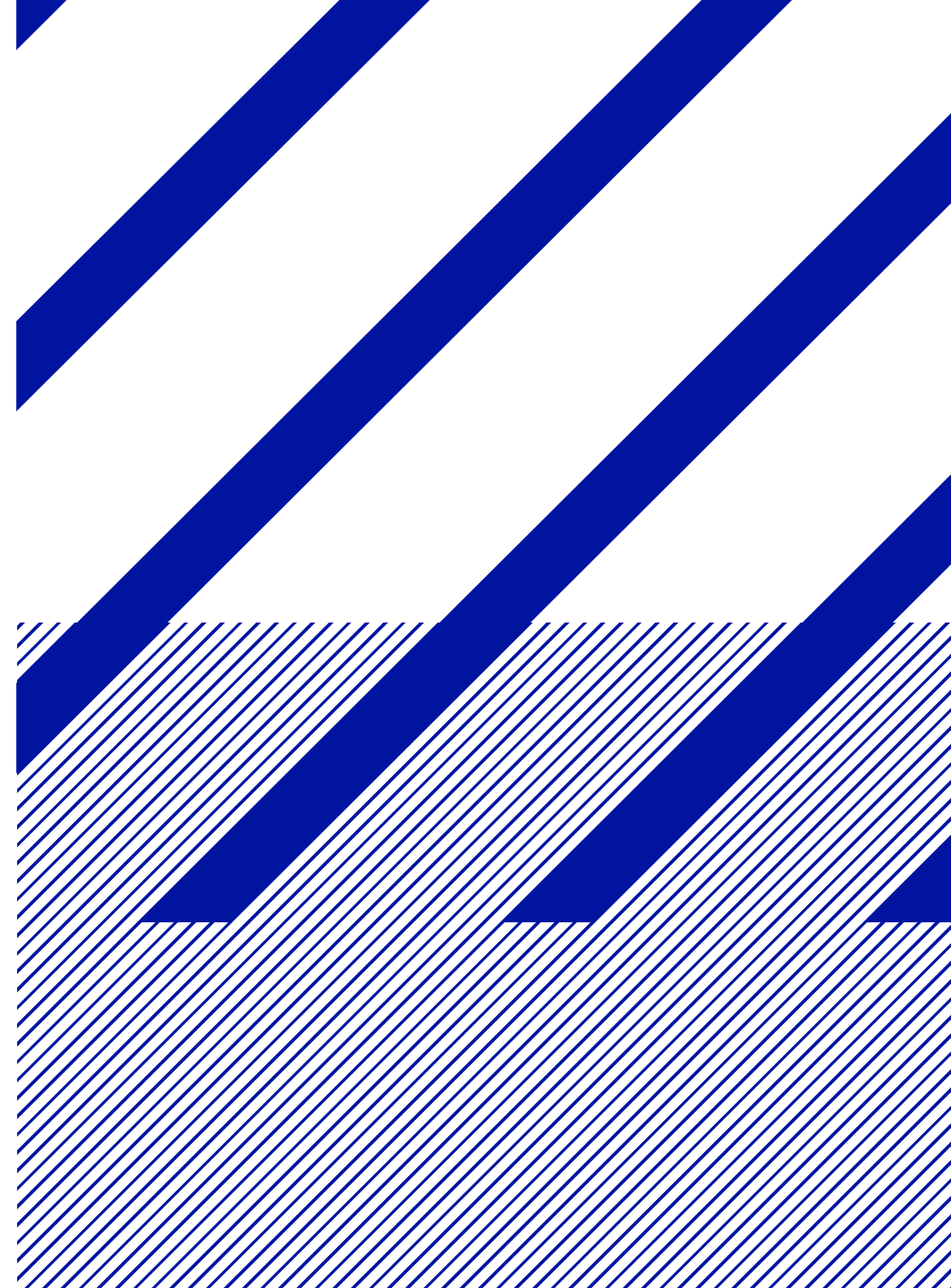
Sven Heitmann, MBA and Martin Spieker

Lecturers

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Course description

Lecturers

Sven Heitmann and Martin Spieker both have considerable experience working in the FMCG industry and will be able to provide practical examples and insights based on different companies such as Beiersdorf, Ferrero, Knut Hansen, Potluck:

Ferrero & Beiersdorf - Both major global group enterprises within the FMCG industry
Hamburg Distilling Company & Potluck - Two successful Start-Ups founded by Martin



Sven Heitmann
Head of Sales
at Potluck



Martin Spieker
Founder and Managing
Director of Hamburg
Distilling Company
& Potluck

Course description

What is the focus of the course?

Today more than ever, sales & marketing strategies are key factors for companies operating in rapidly changing markets. At the same time, the markets are becoming more complex, the marginal utility of trends is achieved significantly faster, and the companies must consider a variety of things when introducing new products, campaigns or strategies.

In this module the students will gain both theoretical and practical answers to the following questions concerning the Fast-Moving Consumer Goods (FMCG) industry:

- Which sales & marketing strategies are used by the big FMCG Players?
- And which are used by Start-Ups? And where is the difference? And why?
- What are major trends that affect the way of how companies reach their customers?
- What are advantages / disadvantages of huge enterprises vs. Start-Ups?
- What needs to be adjusted to keep being successful (in terms of Market share & brand awareness)?

Course description

Topics and methods

1. **Fundamentals of Marketing**
2. **Integrated Marketing Communication (IMC)**
3. **Sales Management, Strategies & Negotiations**
4. **E-commerce and Online Sales**
5. **Key Performance Indicators (KPIs)**
6. **Emerging Trends in Marketing and Sales**



Course description

Assessment

At the end of this module, students will have to apply the theoretical concepts as well as the fundamental practical insights. In small groups, they will have to figure out how certain external effects will affect the two corporate models and what needs to be done to stay successful. Students will be asked to create and present a strategic plan to adjust the current product portfolio of one of the mentioned companies using the theoretical and practical insights taught in this class.



Course structure

Timing – first draft

Date	Time	Topic	
Friday, 15 March	12.30 – 16.00	Course introduction & first insights	online
Thursday, 21 March	09.00 – 16.00h	Marketing Strategies	FH Münster
Friday, 22 March	10.15 – 17.00h	Sales Strategies	FH Münster
Tuesday, 23 April – Thursday, 25 April	60 min. per group	Practical Exercise / Presentation	Online / FH Münster
Wednesday, 08 May	09.00 – 16.00h	Case Studies & final Information	Münster
Wednesday, 22 May – Friday, 24 May	30 min. per group	Pre Presentation & Questions	online
Friday, 07 June	10.15 – 16.00h	Final Presentation and feedback session	Münster
Saturday, 08 June	09.00 – 14.00h	Final Presentation and feedback session	Münster