

# Introduction to Marketing (BWL IV), 2023/24 Winter Semester

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## 1 Introduction

- 1.1 Economic Activity and the Economy
- 1.2 Economics in a Scientific System

## 2 Marketing Basics

- 2.1 Basic Versions of the Concept of Marketing
- 2.2 Sustainable Marketing as a Variant of Entrepreneurial Marketing
- 2.3 The Contribution of Marketing to Corporate Success
- 2.4 The Tasks of Marketing Management

## 3 Market Analysis

- 3.1 The Market Situation as an Object of Analysis
  - 3.1.1 The Company Situation
  - 3.1.2 The Environmental Situation
    - 3.1.2.1 The Environment I
    - 3.1.2.2 The Environment II
- 3.2 Buyer Behaviour
  - 3.2.1 The Buying Behaviour of Consumers
    - 3.2.1.1 The Types and Phases of Individual Purchase Decisions
    - 3.2.1.2 Psychological Basis for Explaining Consumer Behaviour
    - 3.2.1.3 Sociological Basis for Explaining Consumer Behaviour
  - 3.2.2 Buying Behaviour of Organizations
  - 3.2.3 Customer Behaviour as a Central Behavioural Scientific Construct in Marketing
- 3.3 Marketing-Relevant Megatrends
  - 3.3.1 The Digital Transformation
  - 3.3.2 The Sharing Economy
  - 3.3.3 The Downtrading Trend
  - 3.3.4 The New, Complex Demographic Change
  - 3.3.5 Progressive Globalisation
- 3.4 Marketing Research
  - 3.4.1 Concept and Goals of Marketing Research
  - 3.4.2 General Objectives of Marketing Research
    - 3.4.2.1 The 5 "Ds" of Marketing Research
    - 3.4.2.2 Special Forms of Data Gathering
    - 3.4.2.3 Data Analysis
  - 3.4.3 Special Tasks of Marketing Research
  - 3.4.4 Big Data as a Challenge for Marketing Research

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## 4 Objectives, Basic Strategies and Marketing Instruments

### 4.1 Marketing Objectives

#### 4.1.1 Corporate and Marketing Objectives

#### 4.1.2 Aspects of Marketing Objectives Planning

##### 4.1.2.1 "Defining the Business": Material Objective or Business Area Planning

##### 4.1.2.2 "Defining the Business Mission": Economic Objective Planning

### 4.2 Basic Marketing Strategies

#### 4.2.1 Concepts and Systematics

#### 4.2.2 Customer-Oriented Strategies

##### 4.2.2.1 Customer-Oriented Strategies According to Becker

##### 4.2.2.2 Market Segmentation as a Strategy Example

##### 4.2.2.3 Customer Relationship Management (CRM) as a Strategy Example

#### 4.2.3 Competitor-Oriented Strategies

##### 4.2.3.1 Unique Selling Point (USP) as an Orientation Variable

##### 4.2.3.2 Competitive Strategies According to Porter

#### 4.2.4 Overarching Strategic Approaches

##### 4.2.4.1 Vertical and Diagonal Strategic Partnerships (Strategic Networks)

##### 4.2.4.2 Horizontal Strategic Partnerships (Strategic Alliances)

### 4.3 Instruments of Sales Marketing

#### 4.3.1 Overview

#### 4.3.2 Product Policy

##### 4.3.2.1 Product Policy Design

##### 4.3.2.2 Special Aspects of Product Policy

###### 4.3.2.2.1 Product Innovation

###### 4.3.2.2.2 Product Modification and Elimination

##### 4.3.2.3 Brands and Brand Management

##### 4.3.2.4 Packaging Design

#### 4.3.3 Pricing Policy

##### 4.3.3.1 Price Policy Design

##### 4.3.3.2 Special Aspects of Price Policy

###### 4.3.3.2.1 Approaches to Determining Pricing

###### 4.3.3.2.2 Dynamic Price Policy

###### 4.3.3.2.3 Price Differentiation

###### 4.3.3.2.4 Cross-Product Pricing Policy

###### 4.3.3.2.5 Price-Dependent Presumption of Quality

#### 4.3.4 Distribution Policy

##### 4.3.4.1 Distribution Policy Design

##### 4.3.4.2 Instruments of Distribution Policy Aspects

###### 4.3.4.2.1 The Choice of Distribution Channel

###### 4.3.4.2.1.1 Direct Sales VS Indirect Sales

###### 4.3.4.2.1.2 Single-Channel VS Multi-Channel Distribution

###### 4.3.4.2.1.3 Omni-Channel Marketing

###### 4.3.4.2.2 Distribution Channel Management

###### 4.3.4.2.2.1 The Need for Targeted Distribution Channel Management

###### 4.3.4.2.2.2 Selection and Recruitment of Sales Agents

###### 4.3.4.2.2.3 Organisation of the Contractual Form of Distribution

###### 4.3.4.2.3 Organisation of the Sales Force

###### 4.3.4.2.3.1 Basic Problems of Sales Force Organisation

###### 4.3.4.2.3.2 Sales Force Management

#### 4.3.5 Communication Policy

##### 4.3.5.1 Communication Policy Design

##### 4.3.5.2 Instruments of Communication Policy

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- 4.3.5.2.1 Advertising
- 4.3.5.2.2 Sales Promotion
- 4.3.5.2.3 Public Relations and Issue Management
- 4.3.5.2.4 Trade Fairs and Exhibitions
- 4.3.5.2.5 Product Placement
- 4.3.5.2.6 Sponsoring
- 4.3.5.2.7 Event Marketing
- 4.3.5.2.8 Digital Communication and Digital Content Marketing
- 4.3.5.2.9 Integrated Communication
- 4.3.6 Marketing Mix
  - 4.3.6.1 Problems With the Combination of Sales Policy Instruments
  - 4.3.6.2 Selected Problem-Solving Approaches
    - 4.3.6.2.1 Rough Selection Procedure
    - 4.3.6.2.2 Practical Rules

## **5 Marketing Implementation**

- 5.1 Tasks and Organisational Areas of Marketing Implementation
- 5.2 Market-Oriented Organisational Structure
  - 5.2.1 The Structural Anchoring of Marketing
  - 5.2.2 Product Management
  - 5.2.3 Category Management
  - 5.2.4 Customer and Market Management
- 5.3 Market-Oriented Agile Organisational Processes
  - 5.3.1 From Process Organisation to Customer-Oriented Process Management
  - 5.3.2 Process-Oriented Innovation Partnerships
  - 5.3.3 Business Reengineering
- 5.4 Market-Oriented Management Processes and Systems
  - 5.4.1 Market-Oriented Personnel Process
  - 5.4.2 Market-Oriented Incentive and Remuneration Systems
- 5.5 Market-Oriented Corporate Culture

## **6 Marketing Control**

- 6.1 Scope of Marketing Control
- 6.2 Forms of Marketing Control
  - 6.2.1 Results-Oriented Marketing Control
    - 6.2.1.1 Effectiveness Controls
    - 6.2.1.2 Efficiency Controls
    - 6.2.1.3 Budget Controls
  - 6.2.2 Marketing Audit
  - 6.2.3 Strategic Marketing

## **7 Outlook**

### **To Supplement the Course: Case Studies**

**The charts shown for this outline are stored in Stud.IP according to the respective lectures.**

## References:

The lecture is based on the following book:

**Fritz, W./ von der Oelsnitz, D./ Seegebarth, B.: Marketing: Elemente marktorientierter Unternehmensführung, fifth expanded and updated ed., Kohlhammer, Stuttgart 2019**

(404 p.; €39.00)

### Further Reading:

#### a) Introductory Texts

- Becker, J.:** Das Marketingkonzept, fourth ed., München 2010 (256 p.; €9.90)
- Bruhn, M.:** Marketing: Grundlagen für Studium und Praxis, fifteenth revised ed., Wiesbaden 2022. (311 p.; €29.99)
- Corsten, M./Corsten, H.:** Betriebswirtschaftslehre. second revised ed., München 2019. (399 p., €24.90)
- Corsten, M./Corsten, H.:** Schritt für Schritt zur Bachelorarbeit. Erfolgreich organisieren, recherchieren, präsentieren, second revised ed., München 2022. (149 p., €16.90)
- Homburg, C.:** Grundlagen des Marketingmanagement: Einführung, Strategie, Instrumente, Umsetzung und Unternehmensführung, sixth revised ed., Berlin 2020. (371 p.; €24.99)
- Kenning, P.:** Consumer Neuroscience. Ein transdisziplinäres Lehrbuch, second expanded and updated ed., Stuttgart 2020. (259 p.; €49.00)
- Krowinska, A./Backhaus, C./ Becker, B./ Bosser, F.:** Digital Content Marketing: Creating Value in Practice, **published on 23. 11. 2023 in London.** (280 p., €55.54)
- Kuß, A./Kleinaltenkamp, M.:** Marketing-Einführung: Grundlagen – Überblick – Beispiele, eighth revised ed., Wiesbaden 2020. (287 p.; €40.44)
- Wiesner, K.:** 360-Grad-Marketing. Potenziale der integrierten Stakeholder-Interaktion voll ausschöpfen, first ed., Stuttgart 2020. (226 p., €36.00)

#### b) Comprehensive Textbooks:

- Becker, J.:** Marketing-Konzeption, eleventh ed., München 2018. (1058 p.; €44.90)
- Felser, G.:** Werbe- und Konsumentenpsychologie, fourth ed., Berlin 2015. (640 p.; €59.99)
- Homburg, C.:** Marketingmanagement, seventh revised ed., Berlin 2020. (1475 p.; €44.99)
- Kotler, P. u.a.:** Grundlagen des Marketings, seventh updated ed., München 2019. (992 p.; €49.95)
- Kotler, P./Keller, K.L./Opresnik, M.O.:** Marketing-Management, fifteenth ed., München 2017. (960 p.; €54.95)
- Kroeber-Riel, W./Gröppel-Klein, A.:** Konsumentenverhalten, eleventh updated and supplemented ed., München 2019. (772 p., €49.80)
- Meffert, H./Burmam, C./Kirchgeorg, M./Eisenbeiß, M.:** Marketing, fourteenth revised and expanded ed., Wiesbaden 2023 (published ca. 10/2023). (981 p.; €49.99)
- Sander, M.:** Marketing-Management, fourth revised ed., Stuttgart 2023. (1000 p.; €65.00)
- Solomon, M.R./Marshall, G.W./Stuart, E.W./Barnes, B.R./Mitchell, V.-W./**
- Tabrizi, W.:** Marketing. Real People, Real Decisions, third edition, Harlow 2019. (586 p., €53.58)
- Zentes, J./Swoboda, B./Schramm-Klein, H.:** Internationales Marketing, fourth revised ed., München 2022. (570 p., €44.90)
- Zerres, T; Zerres, C.:** Marketingrecht. Rechtsrahmen eines Marketing-Managements, second ed., Wiesbaden 2018. (406 p., €44.99)

#### c) Reference Book:

**Poth, L.G./Pradel, M./Poth, G.S.:** Gabler Kompakt-Lexikon Marketing A-Z,  
third ed., Wiesbaden 2008.

(502 p., €84.99)