



Marketing Area

Annual Report 2013



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One year has passed since the first edition of the annual report of the Marketing Area with Professors Eisenbeiss, Fischer, Reinartz, and Völckner. We look back on a busy and productive year 2013 and it is our very pleasure to share an overview and detailed insight into the various activities in research, teaching, and service to the community in the last year with you. On the following pages, this annual report introduces the chairs and their teams, the Marketing Area's research portfolio, teaching agenda, and activities to translate the area's research efforts into managerial practice.

In the research section, we report the area's publications in 2013, completed dissertations, awards, research grants, and presentations at seminar series and conferences. Members of the Marketing Area presented their research projects at several conferences, including the European Marketing Academy Conference in Istanbul, the Marketing Science Conference in Istanbul, the Marketing Strategy Meets Wall Street Conference in Frankfurt, and the International Conference on Information Systems in Milan. Moreover, we hosted the 15th Symposium on Quantitative Marketing in Cologne.

The teaching section shows the great interest students have in the marketing subject at the University of Cologne. In 2013, a total of 213 students completed their bachelor's, master's, or diploma thesis at one of the Marketing Area's chairs—12.2% from all theses in the entire Faculty of Management, Economics and Social Sciences (WiSo Faculty). Teaching in the academic year 2012/2013 also involved over 25 courses and seminars in the faculty's bachelor's, master's, and doctoral degree programs. Moreover, various guest speakers from the corporate world, business projects, and case-study seminars completed the teaching activities.

The transfer section highlights our diverse activities to make a difference in the corporate world, including publications in business media, presentations at practitioner conferences, and the Marketing Area's two talent programs for outstanding students.

The various activities and manifold output presented in this annual report would not have been possible without our team of highly dedicated and excellent post-doctoral researchers, doctoral students, and student and secretarial assistants. We are very grateful to this fantastic team!

If you have comments and suggestions regarding the areas mentioned in the report or want to work with us, please contact us. We hope that you will enjoy reading our annual report 2013.

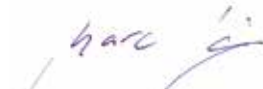
Cologne, April 2014



Asst.-Prof. Dr. Maik Eisenbeiss
Marketing and Retailing



Prof. Dr. Werner Reinartz
Retailing and Customer Management



Prof. Dr. Marc Fischer
Marketing and Market Research



Prof. Dr. Franziska Völckner
Marketing and Brand Management

This report will give you an overview and detailed insight into the scope of our work in 2013



Circle of Excellence
in Marketing



Photo: Matthew Field—wikipedia.org



Photo: Feyyaz Akbari

Circle of Excellence workshops at OBI and Noweda

Job application training at L'Oréal organized by the ZMM

Prof. Marc Fischer is invited to give a presentation at the MASB Board Meeting in Las Vegas on the topic "20 Years of Brand Valuation: Facts and Insights"

Dr. Kristina Klein's dissertation "Essays on the Effects of Brand Names and Prices on Consumer Behavior" is awarded by the German Marketing Association with the Scientific Award 2013 (Wissenschaftspreis des Deutschen Marketing-Verbandes)



Prof. Marc Fischer is appointed to the Editorial Board of the Journal *Business Administration Review (Die Betriebswirtschaft)*

Circle of Excellence workshops at Arvato and Boston Consulting Group



Prof. Franziska Völckner receives the *BuR—Business Research* Reviewer of the Year 2012 (Department Marketing) Award



Prof. Werner Reinartz is the host of the graduation ceremony (Bachelor, Master) of the WiSo Faculty

New article in the June issue of *Harvard Business Review*, "Creativity in Advertising: When It Works and When It Doesn't," by Prof. Werner Reinartz and Dr. Peter Saffert

EMAC Conference in Istanbul



Marketing Science Conference in Istanbul

Prof. Harald van Heerde teaches a course on "Dynamic Linear Modeling" for doctoral students of the Marketing Area

Asst.-Prof. Maik Eisenbeiss is interviewed about "Abo-Commerce" by WDR television, broadcast "markt"



Prof. Marc Fischer is invited to give a presentation at Fudan University in Shanghai on the topic "Brand Performance Volatility from Marketing Spending"



15th Annual Symposium on Quantitative Marketing organized by the Chair of Marketing and Market Research (Prof. Marc Fischer)

Prof. Franziska Völckner receives the Albertus-Magnus Teaching Award (summer term 2013)



Meet and Greet at Henkel in Düsseldorf organized by the ZMM

The German Research Foundation (DFG) funds a research project by Asst.-Prof. Maik Eisenbeiss and Prof. Werner Reinartz (speaker) on “Changing Consumer Behavior in Economic Cycles”

Prof. Werner Reinartz’ research project on advertising effectiveness is featured in the US business magazine *Forbes*

Presentation of Dr. Simone Wies on “Firm Innovation Patterns and Stock Market Impact” for doctoral students of the Marketing Area



New book publication—Prof. Werner Reinartz and Dr. Monika Käuferle, *Wertschöpfung im Handel*. Stuttgart: Kohlhammer

Professors Marc Fischer (speaker), Werner Reinartz, and Franziska Völckner receive a competitive research grant for University of Cologne Forum “Value Creation in a Changing Customer and Media Environment,” supported with funds from the Excellence Initiative at the University of Cologne



Introduction





University of Cologne— Good ideas since 1388

The University of Cologne is not only one of the oldest universities in Europe but also, with 45,600 students and 522 professors, one of the largest universities in Germany. Academic excellence, an international focus, and widely diversified curricula create a vibrant and inspiring environment for scientists, students, and scholars.

By meeting the highest standards in research and education, the University of Cologne also has achieved a distinguished reputation and recently was named a University of Excellence in Germany.

For further information on these and other features of the University of Cologne, please visit www.uni-koeln.de

The names of various renowned personalities are linked with the University of Cologne: Kurt Alder (Nobel Prize in Chemistry, 1950), Heinrich Böll (Nobel Prize in Literature, 1972), and Peter Grünberg (Nobel Prize in Physics, 2007), to name just a few.

Selected University Partnerships

Australia

University of Sydney, Sydney

Brazil

Escola de Administração de Empresas de São Paulo, São Paulo

Canada

McGill University, Montreal

China

Fudan University, Shanghai

The Hong Kong University of Science and Technology, Hong Kong

France

Ecole des Hautes Etudes Commerciales (HEC), Paris

India

Indian Institute of Management, Bangalore

Italy

Università Commerciale Luigi Bocconi, Milan

Japan

Hitotsubashi University, Tokyo

Keio University, Tokyo

Netherlands

Rijksuniversiteit Groningen, Groningen

Singapore

National University of Singapore, Singapore

South Africa

University of Stellenbosch Business School, Bellville

South Korea

Korea University Business School (KUBS), Seoul

Spain

Escuela Superior de Administración y Dirección de Empresas (ESADE), Barcelona

Switzerland

Universität St. Gallen, St. Gallen

United Kingdom

London School of Economics and Political Science (LSE), London

USA

Duke University, Durham, North Carolina

Emory University, Goizueta Business School, Atlanta, Georgia

3 International Offices (Beijing, China | Delhi, India | New York, USA)

About **300** Cooperations and External Relations on Faculty Level

The Faculty of Management, Economics and Social Sciences (WiSo Faculty)

Since 2012, the WiSo Faculty has been accredited by the European Quality Improvement System (EQUIS)

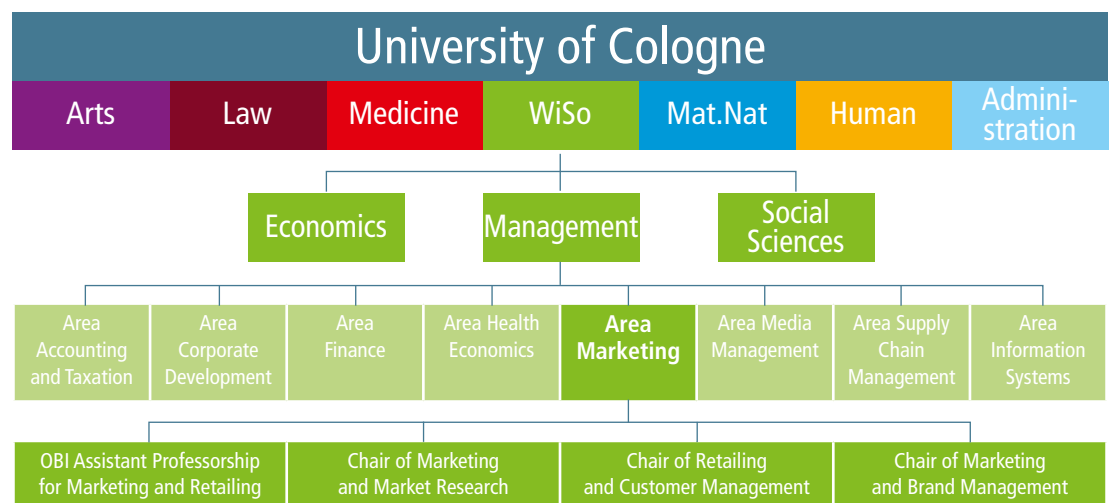


The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,500 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many of its institutions have been awarded prestigious research prizes and regularly receive top rankings, including those assigned by business papers such as Handelsblatt.

The hallmark of studying with the WiSo Faculty is the vast variety of specializations, spanning a wide range of subjects. Depending on students' interests and talents, they can choose from among a broad spectrum of disciplines. Networks with more than 80 partner universities around the world also help students align their studies internationally. The WiSo Faculty is the only German member of both CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management).

Since 2012, the WiSo Faculty has been accredited by the European Quality Improvement System (EQUIS) which reflects not only the high general quality of the education provided but also the outstanding degree of internationalization. Thus far, the WiSo Faculty is one of only four German accredited institutions.

Holders of bachelor's and master's degrees from University of Cologne are highly favored by personnel managers, as demonstrated by the outstanding positions they assign to university graduates in consistent ratings (e.g., rank of 2 for both Management and Economics in the 2012 national university ranking of the weekly Wirtschaftswoche).



Marketing Area—Mission Statement

The Marketing Area aims to provide excellence for our three main stakeholders: the marketing research community, our students, and companies and society.

In our research, our work predominantly focuses on empirical projects, often with an international scope. We cover a broad spectrum of research topics, ranging from customer and brand management to consumer behavior and marketing performance management. Our aim is to publish our work in leading, international journals. Frequently, we conduct research in cooperation with top international companies, which ensures the practical relevance of our work.

With respect to teaching, the main goal of the Marketing Area is to offer our students academically sound and practically relevant marketing training. In our curricula, we provide theories as well as methods for analysis. These two components are essential, as knowledge quickly becomes obsolete when new and different problems arise, but theoretical frameworks remain applicable, even in unforeseen contexts.

With regard to practical transfer, we conduct today fruitful exchanges with national and international companies. These exchanges include shared projects, such as research/thesis cooperation and consulting activities. We also seek out interactions and communications with firms during invited talks, in both directions: when our staff visit companies or when company representatives appear as guests in our lectures. Finally, we foster this recruitment and cooperation by ensuring that our students graduate with excellent skills, which we enjoy demonstrating during frequent job recruiting events organized by the Marketing Area.

Members of the Marketing Area at the WiSo Faculty at the University of Cologne are as follows:

Obi Asst.-Prof. Dr. Maik Eisenbeiss

Marketing and Retailing

Prof. Dr. Marc Fischer
Marketing and Market Research

Prof. Dr. Werner Reinartz
Retailing and Customer Management

Prof. Dr. Franziska Völckner
Marketing and Brand Management



Notebook: d3 images—Fotolia.com



Marketing Area—Presentation of Chairs

Chair of Marketing and Market Research

DIRECTOR OF CHAIR



Prof. Dr. Marc Fischer
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Research Areas:

- Marketing Performance Management
- Brand Management
- Marketing Mix Optimization
- Market Response Models/Econometric Models

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January 2013; now: Consultant at
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Prof. Dr. Marc Fischer

Marc Fischer has been the director of the Chair of Marketing and Market Research since 2011. Before that, he was a Professor of Marketing and Services at the University of Passau. He frequently visits the Anderson Graduate School of Management at the University of California, Los Angeles (UCLA) as a visiting research professor. His expertise focuses on the measurement and management of marketing performance, brand management, optimizing the marketing mix, and market response models/econometric models. His articles have appeared in leading academic journals such as *Journal of Marketing Research*, *Marketing Science*, *International Journal of Research in Marketing*, *Quantitative Marketing and Economics*, and *Interfaces*. He won the 2009–2010 ISMS-MSI Practice Prize, the VHB Best Paper Award 2011, and the Erich Gutenberg Prize 2004 for leading emerging researchers and was a finalist for the 2010 Franz Edelman Award competition for achievements in operations research.

In 2001–2002, Prof. Dr. Fischer suspended his academic career to assume a position as an associate at McKinsey & Company. Since then, he has been consulting with many firms from diverse industries, such as automotive, media, retail, financial institutions, pharmaceuticals, and telecommunications.

Prof. Dr. Fischer is member of the Marketing Accountability Standards Board (MASB) in Chicago, where he serves on the advisory council. Furthermore, he is an advisory board member at YouGov (Cologne), cpi Celebrity Performance (Berlin), and the Scientific Center for Brand Management and Marketing (Hamburg), as well as an editor of the journal *Business Administration Review (Die Betriebswirtschaft)*. He serves on the ISO/DIN committee on "Brand Valuation."

Prof. Dr. Fischer received his doctoral degree from the University of Mannheim, Germany, and his habilitation from the University of Kiel, Germany.

Chair of Retailing and Customer Management

DIRECTOR OF CHAIR



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Research Areas:

- Marketing Strategy
- Retailing
- Customer Relationship Management
- Advertising Effectiveness
- Distribution Channel Management

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Dr. Lara Lobschat
(Member of the chair until April 2013;
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Prof. Dr. Werner Reinartz

Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany. Furthermore, he is the director of the Center for Research in Retailing (IFH), one of the largest applied research centers at the entire WiSo Faculty. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France.

His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer management, and service strategies. In particular, he is interested in the questions of how firms can compete successfully in saturated markets, the increasing role that services play in a go-to-market strategy, and the organizational capabilities required to build lasting profitable customer relationships. His research approach is empirical and quantitative, often involving large databases and state-of-the-art statistical analyses. In terms of research productivity, he has been rated among the top 2.5% of scholars in the world (58 out of 2257) in terms of time-adjusted publication rate in the top four journals in the marketing discipline. Moreover, he has been ranked in all of business administration in German-speaking countries in the top 2.6% of all researchers (79 out of 3016; Handelsblatt 2012).

His work in these domains has been recognized with major academic awards, such as the 1999 AMA Doctoral Dissertation Competition, the 2001 Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in *Journal of Marketing Research* or *Journal of Marketing*, the 2003 and 2005 MSI/Paul Root Award of the *Journal of Marketing*, Finalist for the 2009 O'Dell Award, and the 2011 Sheth Foundation/*Journal of Marketing* Award for long-term contribution to the marketing discipline. He has published extensively in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *International Journal of Research in Marketing*, and *Journal of Service Research*. In addition, his research was presented in five different feature articles in *Harvard Business Review*. Furthermore, he is an area editor of both *International Journal of Research in Marketing* and the newly founded *Journal of Marketing Behavior* as well as a member of the editorial boards of *Journal of Marketing* and *Marketing Science*. In June 2010, he was the host of the Marketing Science Conference, one of the premier conferences for academic research in the marketing discipline globally.

Prof. Dr. Reinartz has worked with a large number of international companies such as, for example, ABN AMRO (Netherlands), AKBANK (Turkey), Allianz (Germany), CGG (France), Comdirect Bank (Germany), the Cora Group (France), GfK (Germany), Henkel (Germany), IBM (Germany), METRO (Germany), the Nielsen Company (Germany), Spiegel (USA), and ThyssenKrupp (Germany). In addition, he has conducted extensively executive training programs for many *Fortune* 500 and EuroStoxx50 companies.

Prof. Dr. Reinartz holds a Ph.D. in Marketing from the University of Houston (1999).

Chair of Marketing and Brand Management

DIRECTOR OF CHAIR



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Research Areas:

- Brand Management
- Marketing Communications
- Media Marketing
- Behavioral Pricing

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Dr. Feriha Zingal
(Member of the chair until October 2013)

Prof. Dr. Franziska Völckner

Franziska Völckner has been a Professor of Marketing at the University of Cologne since 2007. Her research interests center on building and managing market-based assets, with a focus on the general question of how companies can build and maintain strong brands. Her work has been published in leading academic journals such as *Journal of Marketing*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, and *Journal of Service Research*. In terms of research productivity, she has been ranked among the top 5% of scholars in business administration in German-speaking countries (Handelsblatt 2012). She also is the recipient of the 2011 VHB Best Paper Award (for "How Important Are Brands? A Cross-Category, Cross-Country Study," *Journal of Marketing Research*, 47 (5)) and the 2008 Young Academics VHB Best Paper Award (for "The Dual Role of Price: Decomposing Consumers' Reaction to Price," *Journal of the Academy of Marketing Science*, 36 (3)).

Prof. Dr. Völckner serves on the editorial board of the *International Journal of Research in Marketing*. She is a member of the board of trustees of the German Society for Research on Brands and Branding (GEM) and the editorial advisory board of the journal *Markenartikel*. Furthermore, she is a member of the selection committees for the German Marketing Award and the Scientific Award of the German Marketing Association. She has worked with leading companies, such as Henkel, Unilever, McKinsey & Company, Young & Rubicam, GfK, and YouGov (Cologne).

Prof. Dr. Völckner received her doctoral degree and her habilitation from the University of Hamburg, Germany.





Research

Academic Publications of the Marketing Area 2013

Journal Publications

- **Becker, Jan-Michael**, Arun Rai, Christian M. Ringle, and **Franziska Völckner** (2013), "Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats," *MIS Quarterly*, 37 (3), 665–94.
- Gensler, Sonja, **Franziska Völckner**, Yuping Liu-Thompkins, and Caroline Wiertz (2013), "Managing Brands in the Social Media Environment," *Journal of Interactive Marketing, Special Issue on Social Media and Marketing*, 27 (4), 242–56.
- **Hornig, Tobias**, **Marc Fischer**, and **Thomas Schollmeyer** (2013), "The Role of Culture for Pricing Luxury Fashion Brands," *Marketing ZFP—Journal of Research and Management*, 35 (2), 123–35.
- Kuppelwieser, Volker, Merlin Simpson, and **Gabriel Chiummo** (2013), "1+1 Does Not Always Equal Value Creation: The Case of YouTube," *Marketing Letters*, 24 (3), 311–21.
- **Reinartz, Werner** and Peter Saffert (2013), "Creativity in Advertising: When It Works and When It Doesn't," *Harvard Business Review*, 91 (6), 106–11.

Referred Research Reports

- **Fischer, Marc**, Nils Wagner, and Sönke Albers (2013), "Investigating the Performance of Budget Allocation Rules: A Monte Carlo Study," MSI Report Series No. 13–114, Marketing Science Institute, Cambridge: MA.



Books and Book Chapters of the Marketing Area 2013

Books

- **Reinartz, Werner** and **Monika Käuferle** (2013), *Wertschöpfung im Handel*. Stuttgart: Kohlhammer.
- Sattler, Henrik and **Franziska Völckner** (2013), *Markenpolitik*. 3rd ed. Stuttgart: Kohlhammer.

Book Chapters

- **Becker, Jan-Michael**, Oliver Schnittka, and **Franziska Völckner** (2013), "Wertschöpfung im Handel durch Handelsmarken," in *Wertschöpfung im Handel*, Werner Reinartz and Monika Käuferle, eds. Stuttgart: Kohlhammer, 84–101.
- **Bekk, Magdalena** and Matthias Spörrle (2013), "Die Markenpersönlichkeit: Konzeption, Anwendungen und kongruenztheoretische Überlegungen," in *Konsumentenpsychologie*, Erika Spieß, ed. München: Oldenbourg Wissenschaftsverlag, 107–23.
- **Eisenbeiss, Maik** and **Alexander Bleier** (2013), "Customer-Relationship-Management," in *Handbuch Handel*, Joachim Zentes, Bernhard Swoboda, Dirk Morschett, and Hanna Schramm-Klein, eds. 2nd ed. Wiesbaden: Gabler, 463–85.
- **Elsner, Mark**, Lars Finger, and Timm Homann (2013), "Wertschöpfung durch Digitalisierung im Handel," in *Wertschöpfung im Handel*, Werner Reinartz and Monika Käuferle, eds. Stuttgart: Kohlhammer, 189–203.
- **Fischer, Marc** (2013), "Marketing Spending Models," in *Innovation and Marketing in Pharmaceutical Industry: Emerging Practices, Research, and Policies, International Series in Quantitative Marketing*, Min Ding, Jehoshua Eliashberg, and Stefan Stremersch, eds. New York: Springer, 557–89.
- **Gartmeier, Vanessa** and Gunnar Mau (2013), "Wertschöpfung im Handel durch Shopper Marketing," in *Wertschöpfung im Handel*, Werner Reinartz and Monika Käuferle, eds. Stuttgart: Kohlhammer, 122–39.
- **Käuferle, Monika**, **Annette Ptok**, and **Werner Reinartz** (2013), "Wertschöpfung durch Kundenintegration," in *Wertschöpfung im Handel*, Werner Reinartz and Monika Käuferle, eds. Stuttgart: Kohlhammer, 140–68.
- **Reinartz, Werner** (2013), "Applications in Marketing Research: A Commentary on Dr. Kumar's Contributions," in *Legends in Marketing*, Vol. 5, Robert P. Leone, ed. Thousand Oaks, CA: SAGE Publications, 235–40.
- **Reinartz, Werner** and **Monika Käuferle** (2013), "Wertschöpfung aus betriebswirtschaftlicher Perspektive," in *Wertschöpfung im Handel*, Werner Reinartz and Monika Käuferle, eds. Stuttgart: Kohlhammer, 36–61.

Reviewing Activities of the Marketing Area 2013

Associate Editor

- Fischer, Marc: Co-Editor of *Business Administration Review (Die Betriebswirtschaft)* (2013–today)
- Reinartz, Werner: *International Journal of Research in Marketing* (2006–today)
- Reinartz, Werner: *Journal of Marketing Behavior* (2013–today)

Editorial Board—Journals

- Reinartz, Werner: *Journal of Marketing* (2005–today) and *Marketing Science* (2005–today)
- Völckner, Franziska: *International Journal of Research in Marketing* (2011–today)

Reviewer for Research Competitions

- Fischer, Marc: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2012–today)
- Reinartz, Werner: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2005–today)
- Reinartz, Werner: Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing (2012–today)
- Reinartz, Werner: Academic Award (Wissenschaftspreis), EHI Retail Institute, GS1 Germany, Akademische Partnerschaft ECR Deutschland (2012–today)
- Reinartz, Werner: EMAC McKinsey Marketing Dissertation Award (2012–today)
- Völckner, Franziska: Georg Bergler-Award (Georg-Bergler-Preis für Absatzwirtschaft von *Absatzwirtschaft—Zeitschrift für Marketing*, Deutschem Marketing-Verband und GfK Verein) (2008–today)
- Völckner, Franziska: German Marketing Award of the German Marketing Association (Deutscher Marketing-Preis des Deutschen Marketing-Verbandes) (2009–today)
- Völckner, Franziska: Scientific Award of the German Marketing Association (Wissenschaftspreis des Deutschen Marketing-Verbandes) (2013–today)

Completed Dissertations of the Marketing Area 2013

Author	Title	Advisor
Lara Lobschat	Essays on Online Marketing Communications	Prof. Dr. Werner Reinartz
Thomas Schollmeyer	Entertainment Products and Network Effects	Prof. Dr. Marc Fischer
Feriha Zingal	Essays on Pricing in Two-Sided Markets	Prof. Dr. Franziska Völckner

Awards and Research Grants of the Marketing Area 2013

- Prof. Marc Fischer presented a joint project with Mercedes-Benz and TNS Infratest in the **semi-finals of the 2013–2014 INFORMS Innovation in Analytics Award competition**. The project deals with “An Innovative Tool to Monitor, Predict, and Optimize the Effectiveness of Advertising Campaigns” that has been implemented at Mercedes-Benz.
- Dr. Kristina Klein’s dissertation “Essays on the Effects of Brand Names and Prices on Consumer Behavior” was awarded by the German Marketing Association with the **Scientific Award 2013** (Wissenschaftspreis des Deutschen Marketing-Verbandes).
- Prof. Franziska Völckner received the **BuR-Business Research Reviewer of the Year 2012 (Department Marketing) Award**.
- Pascal Bruno and Professors Valentyna Melnyk and Franziska Völckner received the **Best Overall Conference Paper Award** and the **Best Paper Award of the Marketing and Communications Track** for their paper “The Temperature Crossover in Advertising—How Physical Temperature Influences Consumers’ Emotional Responses to Advertising” at the ANZMAC (Australian and New Zealand Marketing Academy) Conference 2013.
- Prof. Franziska Völckner received the **Albertus-Magnus Teaching Award** (summer term 2013), WiSo Faculty of the University of Cologne.
- Professors Marc Fischer, Werner Reinartz, and Franziska Völckner received a competitive research grant for **University of Cologne Forum “Value Creation in a Changing Customer and Media Environment,”** supported with funds from the Excellence Initiative at the University of Cologne. Funding: EUR 127,000.
- Asst.-Prof. Maik Eisenbeiss and Prof. Werner Reinartz received a competitive research grant on **“Changing Consumer Behavior in Economic Cycles”** from the German Research Foundation (DFG). Funding: EUR 213,600.

Invitations to Members of the Marketing Area to Conferences and Research Seminar Series in 2013

- **Becker, Jan-Michael**, "Predictive Power in Structural Equation Modeling: Embracing Practical Relevance," Georgia State University, Atlanta, USA.
- **Bleier, Alexander**, "Successful Advertising with Retargeting: An Analysis of Relevant Factors," Network Meeting, AlumniClub University of Passau, Passau, Germany.
- **Bleier, Alexander**, "Personalized Online Advertising Effectiveness: The Interplay of 'What', 'When', and 'Where'," Arizona State University, Arizona, USA.
- **Bleier, Alexander**, "Personalized Online Advertising Effectiveness: The Interplay of 'What', 'When', and 'Where'," Boston College, Massachusetts, USA.
- **Bleier, Alexander**, "Personalized Online Advertising Effectiveness: The Interplay of 'What', 'When', and 'Where'," HEC Paris, Paris, France.
- **Bruno, Pascal** and **Franziska Völckner**, "Hot Ads for Cold Temperatures?! How the Effectiveness of Emotional Warmth Depends on Temperature," Massey University, Auckland, New Zealand.
- **Elsner, Mark**, "The Effect of Online Emotion on Firm Performance," IBM Academic Lab Days, Böblingen, Germany.
- **Fischer, Marc**, "20 Years of Brand Valuation," NYU Stern School of Business, New York, USA.
- **Fischer, Marc**, "Brand Performance Volatility from Marketing Spending," Fudan University, Shanghai, China.
- **Fischer, Marc**, Manfred Krafft, and Kay Peters, "B2B Marketing Trends," Conference on New Developments in Measurable Marketing, Kühne Logistics University, Hamburg, Germany.
- **Himme, Alexander**, "Drivers of the Cost of Capital—The Joint Role of Non-Financial Metrics," Marketing Seminar Series, University of Maastricht, Netherlands.
- **Himme, Alexander**, "How Intangibles Explain the Variance in the Cost of Debt," Marketing Seminar Series, Vlerick Business School, Gent, Belgium.
- **Himme, Alexander**, "How Intangibles Explain the Variance in the Cost of Debt," Research Seminar Series, Higher School of Economics, Moscow, Russia.
- **Klein, Kristina**, "Speaking to the Mind or to the Heart: The Effects of Argument Types on Processing for Hedonic versus Utilitarian Products," Massey University, Auckland, New Zealand.
- **Lobschat, Lara**, "What's in a Story: Factors Influencing the Popularity and Propagation of Online Content in Social Media," University of Groningen, Groningen, Netherlands.
- **Lobschat, Lara**, "What's in a Story: Factors Influencing the Popularity and Propagation of Online Content in Social Media," VU University Amsterdam, Amsterdam, Netherlands.
- **Reinartz, Werner**, "The Sales Effect of Creativity in Advertising," University of Mannheim, Mannheim, Germany.
- **Reinartz, Werner**, "Ist kreative Werbung erfolgreicher?" North Rhine-Westphalian Academy of Sciences, Humanities and the Arts, Düsseldorf, Germany [Is Creative Advertising More Efficient?].
- **Reinartz, Werner**, "The Sales Effect of Creativity in Advertising," WHU—Otto Beisheim School of Management, Vallendar, Germany.

Presentations at Academic Conferences of Members of the Marketing Area 2013

- **Allexi, Katia, Monika Käuferle, and Werner Reinartz** (2013), "The Effect of Reference Products on the Price Image of Retailers," Marketing Science Conference, Istanbul, July 11–13.
- **Becker, Jan-Michael**, Arun Rai, and Edward E. Rigdon (2013), "Predictive Validity and Formative Measurement in Structural Equation Modeling: Embracing Practical Relevance," International Conference on Information Systems, Milan, December 15–18.
- **Bekk, Magdalena**, Matthias Spörrle, and **Franziska Völckner** (2013), "The Neglected Triangle of Nespresso, George Clooney, and Me: Brand-Endorser-Consumer (BEC) Fit Indicators Incrementally Predict Consumer Attitudes and Behavioral Intentions," Annual Conference of the European Marketing Academy, Istanbul, June 4–7.
- **Bleier, Alexander** and **Maik Eisenbeiss** (2013), "The Importance of the Source in Personalized Online Banner Advertising," Marketing Science Conference, Istanbul, July 11–13.
- **Edeling, Alexander** (2013), "Marketing's Impact on Firm Value—What Do We Know?" 15th Annual Symposium on Quantitative Marketing, Cologne, September 22–24.
- **Edeling, Alexander** and **Marc Fischer** (2013), "Marketing's Impact on Firm Value—What Do We Know?" Marketing Strategy Meets Wall Street Conference, Frankfurt, June 7–9.
- **Edeling, Alexander** and **Marc Fischer** (2013), "Marketing's Impact on Firm Value—What Do We Know?" Marketing Science Conference, Istanbul, June 11–13.
- **Eisenbeiss, Maik** and **Alexander Bleier** (2013), "Personalized Banner Advertising: Understanding the Interactions Between Content, Timing, and Context," Annual Meeting of the German Academic Marketing Commission (Wissenschaftliche Kommission Marketing im VHB), Frankfurt, January 19.
- **Fischer, Marc** (2013), "An Innovative Tool to Monitor, Predict and Optimize the Effectiveness of Advertising Campaigns," INFORMS Conference, Minneapolis, USA.
- **Fischer, Marc** (2013), "Brand Performance Volatility from Marketing Spending," 15th Annual Symposium on Quantitative Marketing, Cologne, September 22–24.
- **Gartmeier, Vanessa** (2013), "Mehr als eine physische Barriere? Die Auswirkungen der Produktdistanz am POS," Faszination Handel, University of Cologne, Cologne, September 26 [More Than a Physical Barrier? The Effect of Product Distance at the POS].
- **Himme, Alexander** (2013), "Market Reactions to Corporate Layoffs in the Context of the German Corporate Governance System," European Accounting Association Congress, Paris, May 6–8.
- **Himme, Alexander** and **Marc Fischer** (2013), "20 Years of Brand Valuation—What Do We Learn from 26,000 Brand Values?" Marketing Science Conference, Istanbul, June 11–13.

- **Iosub, Daniela, Maik Eisenbeiss, Mark Elsner, and Werner Reinartz** (2013), "The Effect of Emotion in Online Media on Stock Market Performance," Doctoral Colloquium of the Annual Conference of the European Marketing Academy, Istanbul, June 2–4.
- **Klein, Kristina, Marc Fischer, Dirk Sliwka, and Franziska Völckner** (2013), "The Employer Brand Value Chain—How an Employer Brand Impacts Financial Value," Annual Conference of the European Marketing Academy, Istanbul, June 4–7.
- **Lobschat, Lara, Ernst C. Osinga, and Werner Reinartz** (2013), "The Effect of Online Banner Advertising on Offline Sales," Marketing Science Conference, Istanbul, July 11–13.
- **Reinartz, Werner** (2013), "Ist kreative Werbung erfolgreicher?" Faszination Handel, University of Cologne, Cologne, September 26 [Is Creative Advertising More Efficient?].

Conferences and Research Talks Organized by the Marketing Area

Event	Date	Organizer(s)	Lecturers and Topics
IFH Conference (Faszination Handel)	September 26	Prof. Dr. Werner Reinartz	<p><i>Prof. Dr. David Scheffer</i> NORDAKADEMIE, Hochschule der Wirtschaft "Individualisierte Kundenansprache – Erkenntnisse aus dem Neuromarketing" [Individualized Customer Approach—Insights from Neuromarketing]</p> <p><i>Boris Hedde</i> IFH "Catch Me on the Run... oder wie der mobile Kanal die Kundenansprache verändert"[Catch Me on the Run... or How the Mobile Channel Changes the Customer Approach]</p> <p><i>Prof. Dr. Werner Reinartz</i> University of Cologne "Ist kreative Werbung erfolgreicher?" [Is Creative Advertising More Efficient?]</p> <p><i>Vanessa Gartmeier</i> University of Cologne "Mehr als eine physische Barriere? Die Auswirkungen der Produktdistanz am POS" [More Than a Physical Barrier? The Effects of Product Distance at the POS]</p>
International Summer University of Trade Fair Management "From Innovative Ideas to Successful Products"	June 26–28	Prof. Dr. Franziska Völckner and Prof. Dr. Dr. h.c. Werner Delfmann	<p><i>John van der Valk</i> VNU Exhibitions Europe "What Makes Innovation so Challenging and What's Special about the Exhibition Industry"</p> <p><i>Prof. Dr. Christian Lüthje</i> University Hamburg-Harburg "Challenges in Innovation—Open and Lean"</p> <p><i>Ali Bulut</i> Pareto Events "Humanovation—Innovation by the People"</p> <p><i>Arwen Obermeyer</i> VNU Exhibitions Europe "Trying to Keep Up—Changing Behavior of Our Audiences"</p> <p><i>Dr. Christian Glasmacher</i> Koelnmesse "How to Encourage Innovation within Managing a Leading Exhibitions Centre"</p> <p><i>Prof. Stefano Pogutz</i> Bocconi University "Sustainability Through Innovation. Reshaping Business in the New Era"</p> <p><i>Andreas Hitzler</i> Meplan "The Challenges When Implementing Innovative New Services in the Exhibition Market"</p> <p><i>Rachel Gentle and Andy Gibb</i> Global Experience Specialists (GES) "Developing Innovative Products and Services"</p>

Event	Date	Organizer(s)	Lecturers and Topics
Symposium "Modern Topics in Brand Man- agement"	July 23	Prof. Dr. Marc Fischer and Prof. Dr. Franziska Völckner	<p><i>Dr. Kristina Klein</i> University of Cologne "The Employer Brand Value Chain—How an Employer Brand Impacts Financial Value"</p> <p><i>Dr. Alexander Himme</i> University of Cologne "20 Years of Brand Valuation—What Do We Learn from 26,000 Brand Values?"</p> <p><i>Max Backhaus</i> University of Cologne "The Impact of Brand Crisis on Consumer-based Brand Dimensions—A Dynamic Analysis"</p> <p><i>Pascal Bruno</i> University of Cologne "Some Like it Hot—How Physical and Emotional Temperature Interact in Advertising"</p>
15th Annual Symposium on Quantitative Marketing	September 22–24	Prof. Dr. Marc Fischer	<p><i>Prof. Dr. Henrik Sattler</i> University of Hamburg "Effekte von Schockpackungen bei Genussmitteln auf Markenwerte" [Effects of Shock Images Used in Drink and Tobacco Packaging on Brand Values]</p> <p><i>Prof. Dr. Marc Fischer</i> University of Cologne "Brand Performance Volatility from Marketing Spending"</p> <p><i>Thomas Bauer</i> McKinsey & Company "Marketing ROI: The Unsolved Challenge—How to Make it Work"</p> <p><i>Alexander Edeling</i> University of Cologne "Marketing's Impact on Firm Value—What Do We Know?"</p> <p><i>Daniel Ringel</i> Goethe University Frankfurt "Competitive Analysis with Big Consumer Search Data"</p> <p><i>Anke Lepthien</i> University of Hamburg "Management von unprofitablen Kunden" [Management of Unprofitable Customers]</p> <p><i>Jannik Meyners</i> KLU Hamburg "The Free-Riding Effect of Rewarded Word-of-Mouth within Customer Referral Programs"</p>

Teaching





Mission Statement

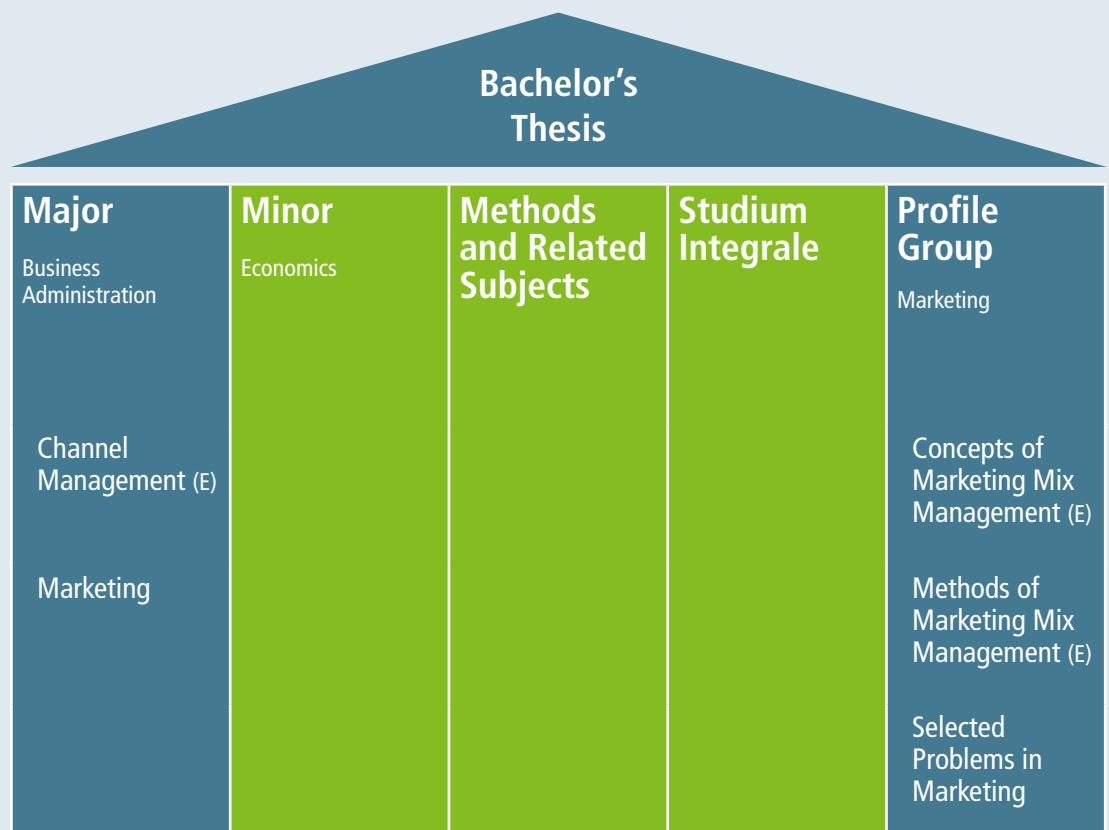
The objective of our teaching is to convey knowledge, theories, and methods in marketing. Theories and methods are critical, because knowledge may become obsolete, whereas theories and methods can always be used to address new challenges.

To acquaint students with the practical implications of the course contents, theories and methodologies are being rigorously applied to real-life situations, using differential methods. Case studies, as they appear in many US-type MBA programs, are common tools. In addition, lectures frequently host guests from the corporate world to provide insights about relevant topics. Contemporary topics appear throughout seminars and students' theses, which are often conducted in cooperation with companies.

Structure

The **bachelor of science in business administration** is divided into the main subject "business administration," the subsidiary subject "economics," methods and related subjects, "Studium integrale," the profile group, and the bachelor's thesis. The respectively available offerings by the Marketing Area are listed in the figure below.

Bachelor of Science—Business Administration



Offered by the Marketing Area

(E) = Taught in English

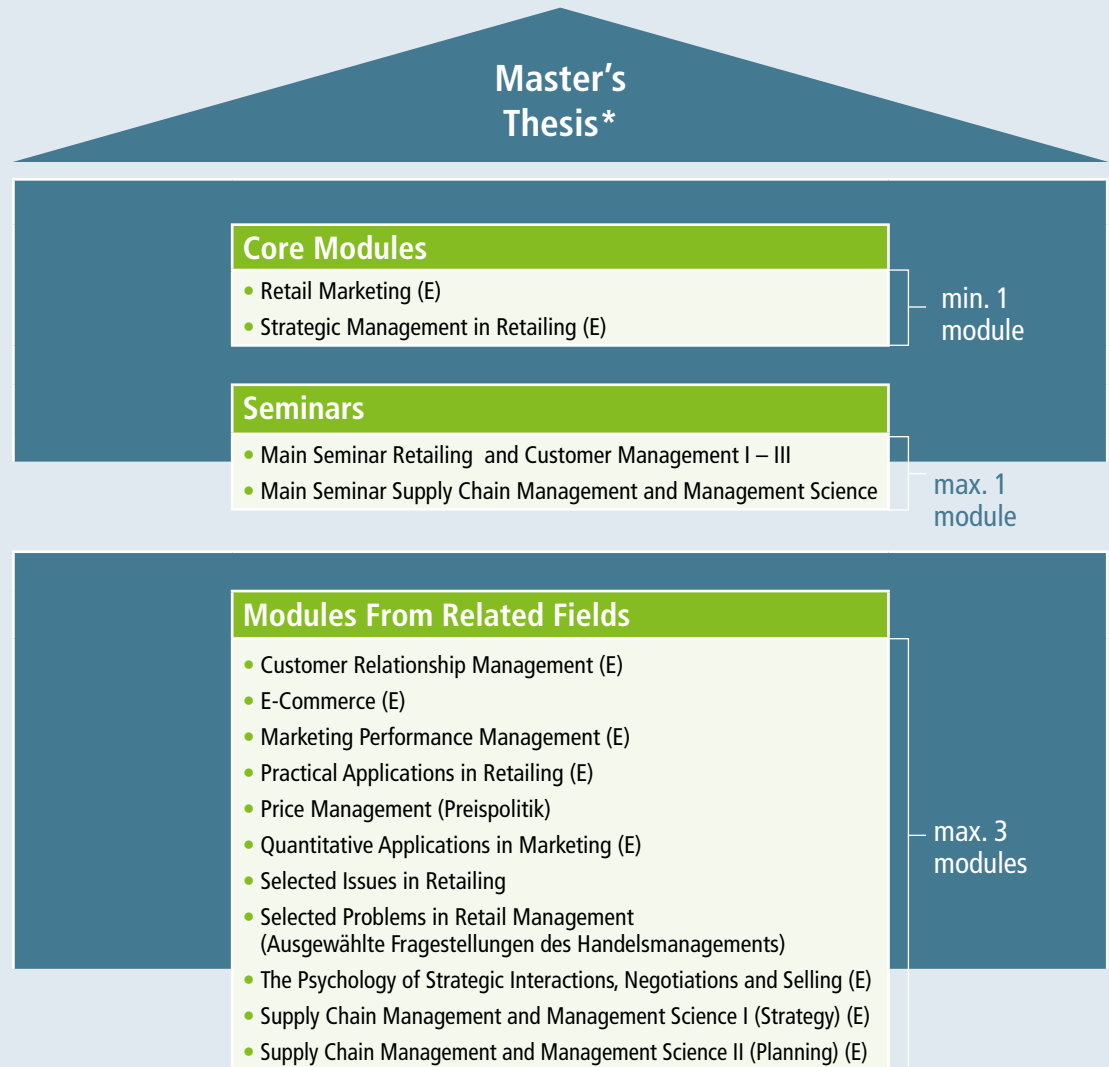
Within the program of the **master of science in business administration**, students can specialize in their studies through the choice of a major and a minor subject, as well as through modules from related fields and the master's thesis. The respectively available offerings by the Marketing Area for the major and minor "marketing" are marked in the figure below.

Master of Science—Business Administration: Major/Minor "Marketing"



Alternatively to the minor “marketing,” students can choose the minor “Handelsmanagement” (retail management). The minor focuses on the strategy and tactics of the retailing, wholesaling, and distribution sector.

Master of Science—Business Administration: Minor “Handelsmanagement”



(Minor total: 4 modules)



Offered by the Marketing Area

* Optional in minor
(E) = Taught in English

For further information on the doctoral program, please visit www.cgs.uni-koeln.de

Doctoral students at the WiSo Faculty have to fulfill a **doctoral program**. The study consists of five courses, at least three of which are in the area “interdisciplinary methods and theories” (Fachübergreifende Methoden und Theorien) of the Cologne Graduate School. The members of the Marketing Area regularly offer doctoral courses on a wide range of topics, open to all doctoral students of the WiSo Faculty. In addition, internal research seminars, held by expert lecturers from other universities, frequently take place.

Course Program

Note: Prof. Werner Reinartz had a sabbatical in the summer term 2013. Therefore, he did not offer his regular course program in the respective term.

Bachelor's Degree Program			
Course Name	Lecturer	Contents	Course Type
Channel Management	Prof. Dr. Werner Reinartz	<ul style="list-style-type: none"> • Design and implementation of distribution channels • Coordination of vertical value chains • Discussion of channel-specific institutions (retailing, franchising, etc.) 	Lecture
Marketing	Prof. Dr. Franziska Völckner	<ul style="list-style-type: none"> • Introduction to the basic concepts, methods, and activities in marketing (e.g., consumer behavior, market research, marketing strategy, marketing mix) 	Lecture
Concepts of Marketing Mix Management	Prof. Dr. Marc Fischer	<ul style="list-style-type: none"> • Theoretical concepts of product innovation, brand management, pricing, and communication management 	Lecture
Methods of Marketing Mix Management	Prof. Dr. Marc Fischer	<ul style="list-style-type: none"> • Design and implementation of market research projects • Discussion and evaluation of different data collection methods • Basic concepts of hypothesis testing • Application of multivariate data analysis methods 	Lecture
Selected Problems in Marketing	Dr. Jan-Michael Becker/ Prof. Dr. Marc Fischer/ Dr. Alexander Himme/ Prof. Dr. Werner Reinartz/ Prof. Dr. Franziska Völckner	<ul style="list-style-type: none"> • Analysis of current topics in the field of marketing (e.g., brand management, shopper marketing, marketing controlling) 	Lecture or Seminar

Master's Degree Program

Course Name	Lecturer	Contents	Course Type
Brand Management	Prof. Dr. Franziska Völckner	<ul style="list-style-type: none"> • Basic terms, constructs, and legal contexts in brand management • Building brand equity through designing brand strategies • Retail branding • Branding in a social media environment • Concepts and methods of brand valuation 	Lecture
Customer Relationship Management	Asst.-Prof. Dr. Maik Eisenbeiss	<ul style="list-style-type: none"> • Antecedents and consequences of implementing a customer relationship management strategy 	Lecture
Consumer Behavior	Dr. Carsten Erfgen/ Dr. Oliver Schnittka	<ul style="list-style-type: none"> • Experimental research designs in the domain of consumer behavior 	Lecture
E-Commerce	Dr. Mark Elsner	<ul style="list-style-type: none"> • Nature of e-commerce and related topics (the internet, social media, social commerce, etc.) • New trends and developments in e-commerce • Best practice cases 	Lecture
International Marketing	Tina Müller	<ul style="list-style-type: none"> • Basic concepts, theories, and methods in international marketing and their practical application 	Lecture
Marketing Controlling	Dr. Alexander Himme	<ul style="list-style-type: none"> • Differentiation between strategic and operational marketing controlling • Portfolio analysis • Target costing • Marketing performance measurement systems • Marketing accounting • Break-even analysis 	Lecture
Marketing Performance Management	Prof. Dr. Marc Fischer	<ul style="list-style-type: none"> • Practical relevance of marketing performance management (e.g., cash flow) • Theoretical foundation of marketing performance management (attitude theory, market response models) • Relationship between marketing investments and firm value • Concepts of brand equity and customer equity • Fundamental instruments for the evaluation of marketing activities (e.g., market response models) 	Lecture
New Product Management	Dr. Markus Pfeiffer	<ul style="list-style-type: none"> • Nature, basic concepts, theories, and methods of product innovation management 	Lecture

Master's Degree Program (cont.)

Course Name	Lecturer	Contents	Course Type
Practical Applications in Retailing	Dr. Peter Linzbach	<ul style="list-style-type: none"> • Market positioning • Value positioning • Retail brand building • Vertical integration process • Internationalization multiplication process 	Lecture
Price Management	Prof. Dr. Franziska Völckner	<ul style="list-style-type: none"> • Concept and nature of price management • Behavioral pricing • Methods of measuring consumers' willingness to pay • Price response functions • Price setting and methods of price optimization 	Lecture
Quantitative Applications in Marketing	Asst.-Prof. Dr. Maik Eisenbeiss	<ul style="list-style-type: none"> • Conceptual and applied elements • Quantitative modeling techniques • Application of analysis techniques via statistical software tools 	Lecture
Retail Marketing	Asst.-Prof. Dr. Maik Eisenbeiss	<ul style="list-style-type: none"> • Concept and nature of retail marketing • Particularities and consequences of consumer behavior in the retail context • Retail marketing planning process • New trends and developments in retail marketing 	Lecture
Services and Media Marketing	Prof. Dr. Marc Fischer	<ul style="list-style-type: none"> • Defining services and media products • Organizational challenges of media management • Instruments of the media marketing mix • Broad instruments for planning and controlling media management with respect to films, music, and print media products 	Lecture
Strategic Management in Retailing (not offered due to sabbatical term)	Prof. Dr. Partha Krishnamurthy/ Prof. Dr. Werner Reinartz	<ul style="list-style-type: none"> • Process of strategic planning • Segmentation, targeting, positioning • Internationalization strategies • Location models • Performance metrics and retail controlling • Retail branding • Retail best practices 	Lecture

Master's Degree Program (cont.)

Course Name	Lecturer	Contents	Course Type
Main Seminar Marketing and Market Research	Prof. Dr. Marc Fischer	Depending on the general topic of the main seminar (changes in every term), amongst others: <ul style="list-style-type: none"> • Marketing performance • Price management • Product management • Communication management • Market research • Media management • Consumer behavior • Marketing engineering • Project seminars in cooperation with companies 	Seminar
Main Seminar Marketing and Brand Management	Dr. Kristina Klein/ Prof. Dr. Franziska Völckner	Depending on the general topic of the main seminar (changes in every term), amongst others: <ul style="list-style-type: none"> • Brand management • Employer branding • Market research • Stock return response modeling • Project seminars in cooperation with companies 	Seminar
Main Seminar Retailing and Customer Management I – III	Asst.-Prof. Dr. Maik Eisenbeiss/ Dr. Mark Elsner/ Prof. Dr. Werner Reinartz	Depending on the general topic of the main seminar (changes in every term), amongst others: <ul style="list-style-type: none"> • Retailing • E-Commerce • Customer management 	Seminar

Doctoral Degree Program

Course Name	Lecturer	Contents	Course Type
Marketing Response Theory with Applications to Managerial Problems	Prof. Dr. Marc Fischer	<ul style="list-style-type: none"> Introduction into the theory and application of marketing response modeling 	Seminar
Quantitative-Empirical Branding Research	Prof. Dr. Franziska Völckner	<ul style="list-style-type: none"> Current topics in quantitative empirical branding research 	Seminar
Guest Seminars	Variable	<ul style="list-style-type: none"> Current topics in marketing research 	Seminar

Teaching Performance: Academic Year 2013

Note: Since 2013, only selected courses have been evaluated in each semester.

Bachelor's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 with Exercise and Tutorial	Prof. Dr. Werner Reinartz	Channel Management	Winter 12/13
Top 10 with Exercise and Tutorial	Prof. Dr. Franziska Völckner	Marketing	Summer 13

Master's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 Seminars	Dr. Carsten Erfgen/ Dr. Oliver Schnittka	Consumer Behavior	Summer 13
Top 10 Lectures with Exercise	Dr. Mark Elsner	E-Commerce	Winter 12/13
Top 10 Lectures without Exercise/ Tutorial	Tina Müller	International Marketing	Winter 12/13
Top 10 Lectures with Exercise	Prof. Dr. Marc Fischer	Services and Media Marketing	Winter 12/13
Top 10 Lectures without Exercise/ Tutorial	Dr. Markus Pfeiffer	New Product Management	Summer 13
Top 10 Lectures without Exercise/ Tutorial	Dr. Peter Linzbach	Practical Applications in Retailing	Winter 12/13 Summer 13
Top 10 Lectures with Exercise	Asst.-Prof. Dr. Maik Eisenbeiss	Quantitative Applications in Marketing	Winter 12/13
Top 10 Lectures with Exercise	Asst.-Prof. Dr. Maik Eisenbeiss	Retail Marketing	Summer 13

Guest Lectures: Academic Year 2013

Bachelor's Degree Program			
Guest Lecturer	Title of Talk	Course Name	Term
Jonathan Spearing, Senior Expert, Deutsche Post DHL	Global Logistics Trends and Risk Management	Channel Management	Winter 12/13
Andreas Miller, Head of Global Business Intelligence, Bayer CropScience	Business Strategy: Customer Centricity	Channel Management	Summer 13
Anja Kühnert, Senior Account Manager Gillette Drugmarkets, Procter & Gamble Christoph Heeren, Category Manager Oral-B D/A/CH, Procter & Gamble	The Role of Customer Business Development (CBD) in a Changing FMCG Environment	Channel Management	Summer 13
Dr. Claas Meineke, Division Manager Marketing/Sales, EDEKA	Organization of the Marketing-Mix of EDEKA	Concepts of Marketing Mix Management	Summer 13
Dagmar Janke, Vice President Global Nivea Brand Management, Beiersdorf	Integrated Campaign Management	Methods of Marketing Mix Management	Winter 12/13

Master's Degree Program

Guest Lecturer	Title of Talk	Course Name	Term
Peter Ströll, Founder and Senior Partner, Kanzlei Dorenz & Ströll	Trademark Law	Brand Management	Summer 13
Martin Andree, Corporate Vice President International Marketing Hair Care, Henkel	Media Creates Brands—A Case Study by Henkel	Brand Management	Summer 13
André Pohlkamp, Senior Consultant Consumer Goods and Retail, Marketing and Sales, Roland Berger Strategy Consultants	Marketing of Regions and Cities—Success Factors for Cities as Brands	Brand Management	Summer 13
Benjamin Franke, Marketing Manager, Pernod Ricard Deutschland	From Niche Brand to Market Leader in Germany	Brand Management	Summer 13
Katharina Lücke, Consultant, Interbrand Philipp Poell, Junior Consultant, Interbrand	Brand Equity Measurement at Interbrand	Brand Management	Summer 13
Stefan Heidrich, Marketing Director, Garnier, L'Oréal	Launching "Olia" in the Hair Coloration Market	Brand Management	Summer 13
Stephan Biallas, Partner in Advisory Services, Ernst & Young	Managing Customer Relationships in a Fast Changing World	Customer Relationship Management	Winter 12/13
Siamac Alexander Rahnavard, Managing Director, GDMdigital	Real Time Bidding in Online Advertising	E-Commerce	Winter 12/13
Sebastian Schreiber, Managing Director, SySS	Live-Hacking	E-Commerce	Winter 12/13
Markus Steinke, Head of International Marketing and Sales Controlling at Henkel Beauty Care, Henkel	International Marketing Controlling at Henkel Beauty Care	Marketing Controlling	Summer 13
Sebastian Frische, Marketing Operations, Telekom Deutschland	Measure, Analyze, Optimize—Marketing Performance Inside Deutsche Telekom	Marketing Performance Management	Summer 13
Claus W. Jepp, Director MVNO & New Wholesale Business, Vodafone	Pricing in the Mobile Communication Business	Price Management	Winter 12/13
Prof. Dr. Martin Fassnacht, WHU—Otto Beisheim School of Management	Price Management for Luxury Brands	Price Management	Winter 12/13
Dr. Gunnar Clausen, Partner, Competence Center Telecommunications and Online Business, Simon-Kucher & Partners	Behavioral Pricing	Price Management	Winter 12/13
Hilmar Hübers, Corporate Manager, REWE Group	Price Optimization in Retailing	Price Management	Winter 12/13
Dr. Martin Marganus, Senior Vice President Group Market Management—Market and Customer Insight, Allianz SE	Managing a Global Brand	Services and Media Marketing	Winter 12/13

Examinations: Academic Year 2013

Bachelor's Degree Program			
Course Name	Lecturer/Advisor	Examination Type	Number*
Channel Management	Prof. Dr. Werner Reinartz	Written Exam	485
Marketing	Prof. Dr. Franziska Völckner	Written Exam	719
Concepts of Marketing Mix Management	Prof. Dr. Marc Fischer	Written Exam	115
Methods of Marketing Mix Management	Prof. Dr. Marc Fischer	Written Exam	126
Selected Problems in Marketing	Dr. Jan-Michael Becker	Seminar Paper + Presentation in Groups	11
Selected Problems in Marketing	Prof. Dr. Marc Fischer	Seminar Paper + Presentation in Groups	9
Bachelor's Theses	Asst.-Prof. Dr. Maik Eisenbeiss	Written Paper	7
Bachelor's Theses	Prof. Dr. Marc Fischer	Written Paper	35
Bachelor's Theses	Prof. Dr. Werner Reinartz	Written Paper	26
Bachelor's Theses	Prof. Dr. Franziska Völckner	Written Paper	36

* This information refers to the number of examinations taken in the academic year 2013 (winter term 2012/13 and summer term 2013)

Master's Degree Program

Course Name	Lecturer/Advisor	Examination Type	Number*
Brand Management	Prof. Dr. Franziska Völckner	Written Exam	94
Customer Relationship Management	Asst.-Prof. Dr. Maik Eisenbeiss	Written Exam	122
E-Commerce	Dr. Mark Elsner	Written Exam	158
Marketing Performance Management	Prof. Dr. Marc Fischer	Written Exam	76
Price Management	Prof. Dr. Franziska Völckner	Written Exam	132
Quantitative Applications in Marketing	Asst.-Prof. Dr. Maik Eisenbeiss	Written Exam	37
Retail Marketing	Asst.-Prof. Dr. Maik Eisenbeiss	Written Exam	110
Services and Media Marketing	Prof. Dr. Marc Fischer	Written Exam	91
Consumer Behavior	Dr. Carsten Erfgen/ Dr. Oliver Schnittka	Oral Exam	10
International Marketing	Tina Müller	Oral Exam	80
New Product Management	Dr. Markus Pfeiffer	Oral Exam	40
Practical Applications in Retailing	Dr. Peter Linzbach	Term Paper	66
Main Seminar Marketing and Market Research	Prof. Dr. Marc Fischer	Seminar Paper + Presentation in Groups	18
Main Seminar Marketing and Brand Management	Dr. Kristina Klein/Prof. Dr. Franziska Völckner	Seminar Paper + Presentation in Groups	36
Main Seminar Retailing and Customer Management I – III	Asst.-Prof. Dr. Maik Eisenbeiss/Dr. Mark Elsner/Prof. Dr. Werner Reinartz	Seminar Paper + Presentation in Groups	25
Master's/Diploma Theses	Asst.-Prof. Dr. Maik Eisenbeiss	Written Paper	13
Master's/Diploma Theses	Prof. Dr. Marc Fischer	Written Paper	29
Master's/Diploma Theses	Prof. Dr. Werner Reinartz	Written Paper	34
Master's/Diploma Theses	Prof. Dr. Franziska Völckner	Written Paper	33

* This information refers to the number of examinations taken in the academic year 2013 (winter term 2012/13 and summer term 2013)

External Teaching Activities

Course Program

Course Name	Lecturer/Advisor	University	Term
Customer Relationship Management	Asst.-Prof. Dr. Maik Eisenbeiss	Koç University, Istanbul	Winter 12/13
International Marketing	Dr. Kristina Klein	University of Tübingen, Tübingen	Summer 13



Marketing Area—University Services

Prof. Dr. Marc Fischer

- Co-head of the student talent program “Circle of Excellence in Marketing” (with Werner Reinartz) (2012–today)
- Board of Cologne Graduate School in Management, Economics and Social Sciences (doctoral program) (2012–today)
- School representative at CEMS, Global Alliance in Management Education (2011–today)
- Member of doctoral program committee, WiSo Faculty, University of Cologne (2011–today)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2011–today)
- Trustee for MTP student organization (2011–today)
- Spokesman of UoC Forum Research Initiative “Value Creation in a Changing Customer and Media Environment,” WiSo Faculty, University of Cologne (2013–today)
- Member of the task force “Research” in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)

Prof. Dr. Werner Reinartz

- Co-head of the student talent program “Circle of Excellence in Marketing” (with Marc Fischer) (2012–today)
- Leader of the task force ‘Transfer’ in the external evaluation process of the WiSo Faculty, University of Cologne (2013)
- Authorized external observer of the rector’s office in the search committee for the W3-professorship in cell biology (2013)
- Member of the Corporate Advisory Board of the WiSo Faculty, University of Cologne (2013–today)
- Elected member of the faculty commission (‘engere Fakultät’), WiSo Faculty, University of Cologne (2013–today)
- Speaker of Marketing Area (2012–today)
- Host of the graduation ceremony (Bachelor, Master) of the WiSo Faculty, University of Cologne (June 22, 2013)
- Presentation to a group of visiting students from Texas Christian University (June 19, 2013) on the subject of “Differences in Marketing between Europe and the US”
- Trustee for MTP student organization (2007–today)



Prof. Dr. Franziska Völckner

- Elected deputy member of the faculty commission ('engere Fakultät'), WiSo Faculty, University of Cologne (2011–today)
- Member of the committee on "Structural Development" ('Strukturkommission'), WiSo Faculty, University of Cologne (2010–today)
- Member of the deanery—responsible for marketing and public relations, WiSo Faculty, University of Cologne (2009–today)
- Deputy member of the "Admission Committee for the School's Master's Programs" (Master-Zulassungsausschuss Gesundheitsökonomie und gemeinsamer Master Zulassungsausschuss der WiSo-Fakultät), WiSo Faculty, University of Cologne (2008–today)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2007–today)
- Deputy member of the managing board of the Scientific Center for Brand Management and Marketing (which offers the student talent program "Marketing and More Plus") (2003–today)
- Trustee for MTP student organization (2007–today)
- Member of the task force "Development and Objectives" in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)
- Member of the task force "Young Researchers" in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)

Transfer

HÖRSAAL I





Publications in Business Media

Business Journal Publications

- **Bruno, Pascal, Franziska Völckner**, and Valentyna Melnyk (2013), "Mehr heiße Werbung für coole Menschen," *KOMPAKT* (Marketing-Club Cologne/Bonn), 2, 35.
- Clement, Michel, **Julian Hofmann**, Thorsten Hennig-Thurau, and **Franziska Völckner** (2013), "Ocean's Eleven—die maximale Wirkung von Stars?" *KOMPAKT* (Marketing-Club Cologne/Bonn), 1, 35.
- **Reinartz, Werner** (2013), "The Power of Creativity in TV Spot Advertising," *Television International Key Facts*, IP Networks, Paris, France (September).
- **Reinartz, Werner** (2013), "Gefährliche Ignoranz," *Harvard Business Manager*, 35 (August), 106–107 [Dangerous Ignorance].
- **Reinartz, Werner** and **Monika Käuferle** (2013), "Portugiesen Voraus," *Lebensmittelzeitung*, April 19 [Portuguese Ahead].

Blogs

- **Reinartz, Werner** (2013), "How to Assess an Ad's Creativity," Harvard Business Review Blog Post [http://blogs.hbr.org/cs/2013/05/how_to_assess_an_ads_creativity.html], May 21.
- **Reinartz, Werner** (2013), "Measuring Creativity: We Have the Technology," Harvard Business Review Blog Post [http://blogs.hbr.org/cs/2013/03/measuring_creativity_we_have_t.html], March 12.
- **Reinartz, Werner** and Peter Saffert (2013), "Say Goodbye to Creativity Awards," Harvard Business Review Blog Post [http://blogs.hbr.org/cs/2013/02/say_goodbye_to_creativity_awar.html], February 27.

Interviews and Media

- Absatzwirtschaft (2013, 7–8), “Kuckucksmarken,” Dr. Kristina Klein is interviewed on the subject of foreign branding strategies.
- Deutschlandradio Wissen (2013, March 6), “Offline Shopping von Online Marken,” Prof. Dr. Werner Reinartz is interviewed by Donya Farahani.
- Digitalnext.de (2013, April 24) features the study “Wertschöpfung im Handel” edited by the IFH and quotes Prof. Werner Reinartz on possibilities of backward integrated companies to create value for their customers. [<http://www.digitalnext.de/studie-wertschoepfung-im-handel/>]
- ECC-Handel (2013, March), “Cross-Channel beim Kauf von Markenartikeln—Wie Konsumenten Kanäle kombinieren,” Prof. Werner Reinartz comments on the role of brands in an online environment.
- Ecommerce-vision.de (2013, April 22) features the study “Wertschöpfung im Handel” edited by the IFH and quotes Prof. Werner Reinartz on the main challenge for retailers in the context of value creation. [<http://www.ecommerce-vision.de/wertschoepfung-im-handel-steigt/>]
- Internetworld.de (2013, April 22) features the study “Wertschöpfung im Handel” edited by the IFH and quotes Prof. Werner Reinartz on possibilities of backward integrated companies to create value for their customers. [<http://www.internetworld.de/Nachrichten/E-Commerce/Zahlen-Studien/IFH-Studie-zur-Wertschoepfung-im-Handel-Onlinehandel-und-Discounter-legen-zu-75717.html>]
- Marktforschung.de, Marktforschungsdossier (2013, February), “Marktforschung 2020: Besser, anders oder gar nicht mehr da?” Prof. Marc Fischer is interviewed on the subject of market research.
- Marktforschung.de, Marktforschungsdossier (2013, April), “Interview zu Foreign Branding-Strategien,” Dr. Kristina Klein is interviewed on the subject of foreign branding strategies.
- pbs Report features the study “Wertschöpfung im Handel” edited by the IFH and quotes Prof. Werner Reinartz on possibilities of backward integrated companies to create value for their customers (2013, May), p. 26 f.
- WDR Fernsehen (2013, July 1), Interview with Asst.-Prof. Maik Eisenbeiss about Abo-Commerce, “markt.”
- Wirtschaftswoche Online (2013, April 30), “Die Könige des Grills,” Prof. Franziska Völckner is interviewed on the subject of cult brands.
- Ava Seaves features the research project “What Is ‘Creativity’ in Advertising, and When Does It Lead To Market Performance?” by Prof. Werner Reinartz and Dr. Peter Saffert in Forbes (2013, November 30). [<http://www.forbes.com/sites/avaseave/2013/11/30/what-is-creativity-in-advertising-and-when-does-it-lead-to-market-performance/>]
- “Effizienz durch Kreativität,” Irmela Schwab writes in W&V on the research by Prof. Werner Reinartz and Dr. Peter Saffert on the subject of advertising creativity (2013, April 15), p. 42.

Presentations Given for Companies/Associations and Practitioner Conferences

- Fischer, Marc, "Multimarket Resource Allocation," MSI Conference, University of Virginia, Charlottesville, USA.
- Fischer, Marc, "20 Years of Brand Valuation: Facts and Insights," MASB Winter Board Meeting and Summit, Las Vegas, USA.
- Fischer, Marc, "Geschäft mit Emotionen – lohnt sich das?" YouGov Fachsymposium, Cologne, Germany [Business with Emotions—Is It Worth It?].
- Fischer, Marc, "Marketing Mix Modeling," Training seminar TNS Infratest, Munich, Germany.
- Klein, Kristina, "Foreign Branding – Schöner Schein durch Markenfremdklang," presentations in the context of the Scientific Award 2013 by the Germany Marketing Association [Foreign-Sounding Brand Names—A Double-Edged Sword]:
 - August 12, 2013: Marketingclub Braunschweig,
 - September 11, 2013: Marketingclub Hamburg,
 - September 12, 2013: Marketingclub Bremen,
 - September 30, 2013: Marketingclub Bielefeld,
 - October 29, 2013: Marketingclub Frankfurt.
- Reinartz, Werner, "Wertschöpfung im Handel," Meeting of Retail Officers, German Chamber of Commerce (DIHK), Cologne, Germany [Value Creation in Retailing].
- Reinartz, Werner, "Ist kreative Werbung erfolgreicher?" 10. TV Wirkungstag, Düsseldorf, Germany [Is Creative Advertising More Efficient?].

Circle of Excellence in Marketing

The Circle of Excellence in Marketing (CoEM) is an exclusive talent program for outstanding students from top German universities. The one-year leadership program offers students the opportunity to extend their marketing knowledge beyond the university program and come in close contact with companies, professors, and assistants. It thus opens up opportunities for attractive starting positions in international companies. The participating universities include the University of Cologne (Chair of Marketing and Market Research, Chair of Retailing and Customer Management), the University of Münster, the University of Technology Munich, and the Free University Berlin.

At the core of the program, company workshops offer students the possibility to work on case studies that focus on real-world management challenges. At the same time, company representatives have the chance to meet potential job candidates in an interactive situation. Informal practitioner meetings, alumni meetings, and get-togethers with marketing chairs also help students look behind the scenes of the marketing function in well-known companies.



Circle of Excellence
in Marketing

For further information on the Circle of Excellence in Marketing, please visit www.circle-of-excellence-marketing.de

Students from the University of Cologne participated in the following CoEM workshops in 2013:

Company	Location	Workshop Contents	Duration
OBI	Düsseldorf	Case Study on Customer Activation and Customer Dialogue.	1 day
NOWEDA	Montabaur	Case Study on the Development of Marketing and Sales Concepts for a Co-Operative Pharmaceutical Wholesaler.	2 days
Arvato	Gütersloh	Case Study on the Creation of a Customer Loyalty System for a Leading Fast Food Chain. Business Soft Skill Seminar.	2 days
BCG	Düsseldorf	Case Study on the Development of Innovative Strategies to Improve the Product Arrangement at the Point of Sale for a Chocolate Manufacturer.	2 days
Henkel	Düsseldorf	Case Study on the Development of a 360° Marketing Concept in the Beauty Care Segment.	2 days
Edeka	Hamburg	Case Study on the Creation of a New Private Label Chips Brand and Development of a Corresponding Marketing Campaign for a Leading Retailer.	2 days
McKinsey & Company	Kitzbüchel	"McKinsey Marketing Challenge": Competition Between Participating Universities to Solve a Real Marketing Consultancy Case.	3 days
L'Oréal	Düsseldorf	Case Study on the Development of a Digital Marketing Strategy for a Newly Launched Product in the Men's Care Segment. Cooking Course.	2 days

The Scientific Center for Brand Management and Marketing (Wissenschaftliches Zentrum für Markenmanagement und Marketing (ZMM)) supports exchanges between academia and practice, centered on current topics in brand management and marketing. The ZMM is affiliated with the Chair of Marketing and Brand Management, University of Cologne (Prof. Franziska Völckner) and the Institute for Marketing, Department of Marketing and Branding, University of Hamburg (Prof. Henrik Sattler).

*For further information
on the ZMM, please visit
www.zmm-ev.org*



“Marketing and More” Program

The “Marketing and More” Program of the ZMM actively supports networking between students interested in marketing, and especially in branding, and the companies and departments affiliated with the ZMM. To achieve the aim of building a strong network, the program provides students with exclusive news from partner companies, job and internship offers, company contacts, practice projects, and other events.

“Marketing and More Plus” Program

The “Marketing and More Plus” Program is exclusively dedicated to a small group of eligible, outstanding students. It provides them with an even more comprehensive mentoring program. In addition to all the benefits of the “Marketing and More” Program, this exclusive program entitles participants to engage in selected interactions with top managers and company workshops (e.g., case studies). Further offerings include contacts with alumni of the ZMM, get-togethers with the Chair of Marketing and Brand Management, and special networking events.

Company	Location	Workshop/Event Contents	Date
Henkel	Düsseldorf	Meet and Greet with Stephan Füsti-Mollnár, General Manager Germany and Switzerland Laundry & Home Care.	23.10.2012
L’Oréal	Düsseldorf	Job Application Training at L’Oréal.	10.01.2013
Horbach	Cologne	Salary Negotiation Training.	25.04.2013
Wise Guys	Cologne	Workshop “Development of New Business Area for the Wise Guys.”	20.06.2013
Vodafone	Düsseldorf	Workshop “Strategic Brand Positioning in the Telecommunications Market.”	27.06.2013





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