



Marketing Area

Annual Report 2012



	Page
Editorial	3
Timeline	4
Introduction	8
University of Cologne—Good ideas since 1388	10
The Faculty of Management, Economics and Social Sciences (WiSo Faculty)	12
Marketing Area—Mission Statement	13
Marketing Area—Presentation of Chairs	14
Research	22
Journal Publications	24
Books and Book Chapters	25
Completed Dissertations	26
Awards	27
Invitations to Conferences and Seminar Series	28
Conference Presentations	29
Conferences and Research Talks Organized by the Marketing Area	31
Teaching	32
Mission Statement	34
Structure	34
Course Program	37
Teaching Quality: Academic Year 2012	41
Guest Lectures: Academic Year 2012	42
Examinations: Academic Year 2012	44
Marketing Area—University Services	46
Transfer	48
Circle of Excellence in Marketing	50
ZMM	51
Careers in Consumer Business	52
Publications in Practitioner-Oriented Media	53
Executive Teaching and Talks Given in Companies/Associations	55
Imprint	
Publisher	
University of Cologne	
Faculty of Management, Economics and Social Sciences	
Marketing Area	
Editorial Staff	
Dipl.-Kfm. Pascal Bruno	
Dipl.-Kfm. Alexander Edeling	
M. Sc. Vanessa Gartmeier	
Photography	
Jörg Engels—fotolia.com (Cover)	
Zweimalig GbR, Köln (Page 8, 14, 32, 48)	
Stephan Brendgen (Page 16, 18, 52)	
Peyman Azhari (Page 20)	
alphaspirit—fotolia.com (Page 22)	
Marko 2811—fotolia.com (Page 50)	
shock—fotolia.com (Page 51)	
Design Concept	
Ulrike Kersting, University of Cologne	
Print	
Hausdruckerei, University of Cologne	

The Marketing Area with Professors Eisenbeiß, Fischer, Reinartz, and Völckner is a dynamic group within the Faculty of Management, Economics and Social Sciences (WiSo Faculty). In the year 2012, we have had a very busy and productive year—in research, teaching, and service to the community. It is our very pleasure to share some information about the past year with our diverse stakeholder groups.

Overall, our work is empirical, quantification is a hallmark, and the quest for managerial impact a key feature of our work. At the heart of our work is academic research. This is what keeps us going and what creates our credibility in other areas such as teaching or transfer. But our goal is not only to be good academicians—we also want to work on issues that matter to decision makers. Hence, it is not surprising that we engage in the translation of our research efforts by discussing it in managerial outlets and by presenting it to managerial audiences. Finally, we have a very broad teaching agenda. The marketing subject is highly sought after from students at the University of Cologne. In 2012, **218** students completed their diploma, bachelor's, or master's thesis in marketing, representing **12.1%** from all theses in the entire WiSo Faculty. Moreover, **20.2%** of all seminar participants of the entire WiSo Faculty participated in a marketing seminar. This shows the lively interest that students have in the subject.

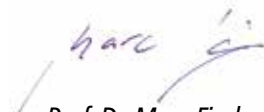
More generally, this report will give you an overview and detailed insight into the scope of our work in 2012. It introduces the chairs and their teams, the research directions, and the multifaceted output. This output is made possible to a large degree by the excellent and highly talented team of PostDocs, doctoral students, and student and secretarial assistants. We owe a big "Thank-You" to this fabulous team!

We hope that this comprehensive report stimulates your interest and finds your appreciation. We have started well into the year 2013, aiming still higher. If you want to contact us or want to work with us in the areas mentioned in the report—please contact us. We are looking forward to speaking to you.

Cologne, May 2013



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

This report will give you an overview and detailed insight into the scope of our work in 2012



Metro Future Store excursion organized by the ZMM

Launch of Circle of Excellence in Marketing at the University of Cologne



Professors Werner Reinartz (University of Cologne) and Wolfgang Ulaga (IMD) are the winners of the 2012 SYNTEC Prix Academic de la Recherche en Management (Academic Award for Research in Management) in the category "Marketing and Decision Sciences" for their article "Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully", published in the *Journal of Marketing*, November 2011



EMAC Conference in Lisbon
 For the fourth time, the Chair of Retailing and Customer Management (Prof. Dr. Werner Reinartz) organizes the Careers in Consumer Business
 Circle of Excellence workshop at Henkel in Düsseldorf



Marketing Science Conference in Boston



Circle of Excellence workshop at McKinsey & Company in Kitzbühel



ISBM Academic Conference in Chicago

Marketing Dynamics Conference in Tilburg

Professor Werner Reinartz is the winner of the Sheth Foundation/*Journal of Marketing* Award. Nominated by the editorial board of the *Journal of Marketing* and chosen by previous editors of the *Journal of Marketing* the award recognizes scholarship that has made long-term contributions to the discipline of marketing (article: "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration", published in 2003)



New book publication—Kumar, V. and Werner Reinartz (2012), *Customer Relationship Management: Concept, Strategy, and Tools*. Berlin/Heidelberg: Springer



Meet+Greet at Henkel in Düsseldorf organized by the ZMM

Circle of Excellence workshops at Edeka in Hamburg and L'Oréal in Düsseldorf

North-American Association for Consumer Research Conference in Vancouver



New *Journal of Marketing* publication —Melnyk, Valentyna, Kristina Klein, and Franziska Völckner (2012), "The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries," *Journal of Marketing*, 76 (6), 21-37

Dr. Kristina Klein's dissertation "Essays on the Effects of Brand Names and Prices on Consumer Behavior" is awarded by the Competence Center Consumer Research NRW with the second place of the Nachwuchsförderpreis Verbraucherforschung 2012 (Young Talents Awards in Consumer Research)



Cologne-Hamburg Marketing Camp organized by the Chair of Marketing and Market Research (Prof. Dr. Marc Fischer)



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.

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

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.

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, 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

New York University, Stern School of Business, New York, New York

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)



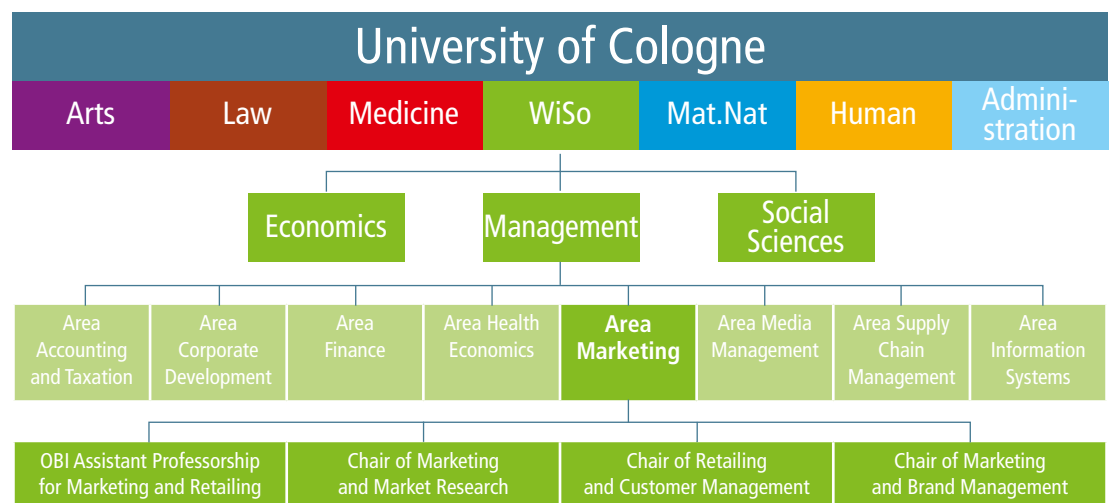
The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,500 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many 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).

For details, please see www.wiso.uni-koeln.de



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 ongoing, 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:

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

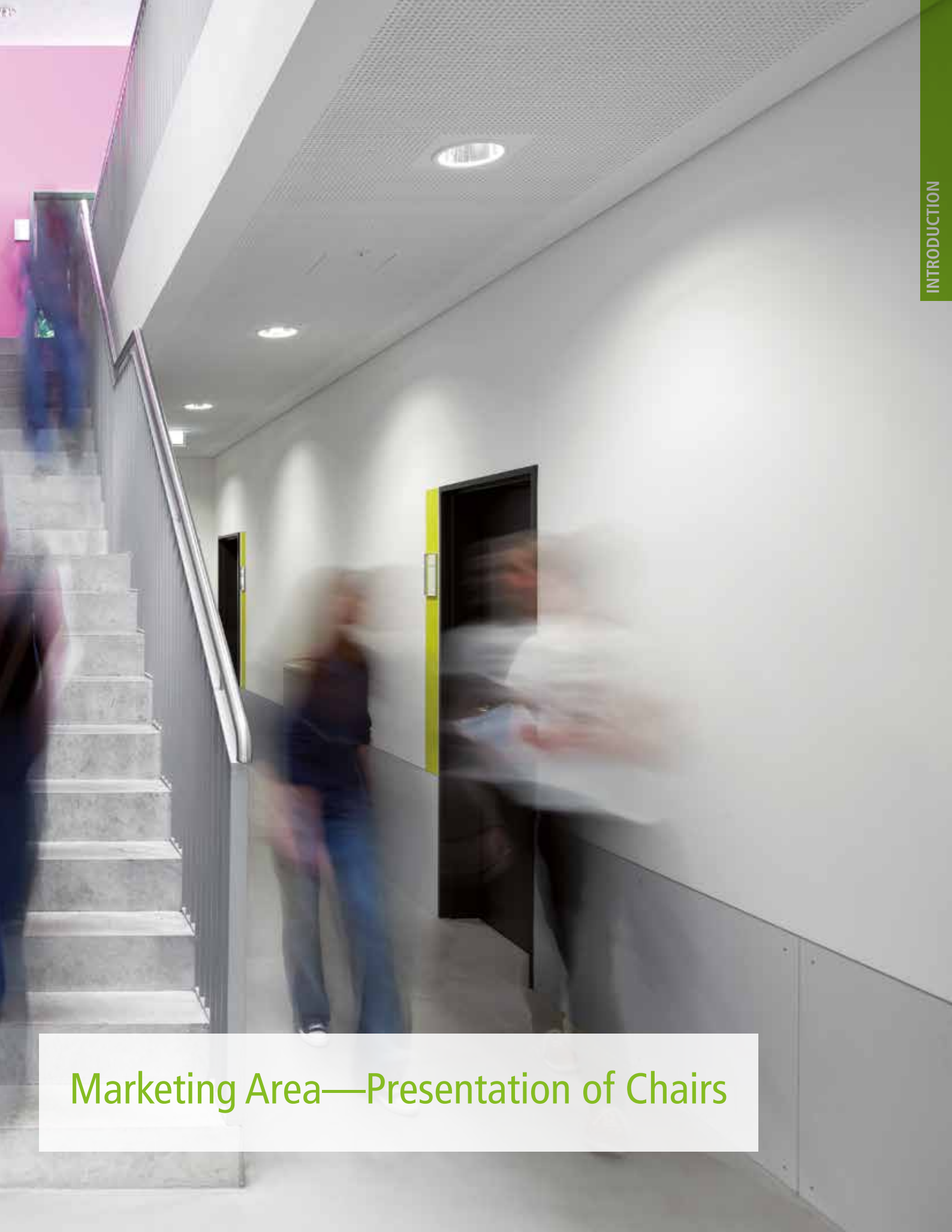
Prof. Dr. Marc Fischer
Marketing and Market Research

Prof. Dr. Werner Reinartz
Retailing and Customer Management

Prof. Dr. Franziska Völckner
Marketing and Brand Management







Marketing Area—Presentation of Chairs

Chair of Marketing and Market Research

DIRECTOR OF CHAIR



Prof. Dr. Marc Fischer
Tel: +49 (0)221 470 8675
marc.fischer@wiso.uni-koeln.de

Research Areas:

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

RESEARCH ASSISTANTS

DOCTORAL STUDENTS



Dipl.-Kfm. Max Backhaus
Tel: +49 (0)221 470 8684
backhaus@wiso.uni-koeln.de



Dipl.-Kfm. Alexander Edeling
Tel: +49 (0)221 470 8682
edeling@wiso.uni-koeln.de



Dipl.-Kfm. Tobias Hornig
Tel: +49 (0)221 470 8681
tobias.hornig@wiso.uni-koeln.de



Dipl.-Wirt.-Ing. Eric Lennartz
Tel: +49 (0)221 470 8683
eric.lennartz@wiso.uni-koeln.de



Dr. Thomas Schollmeyer
(Member of the chair until
January 2013)

SECRETARIAL ASSISTANT



Christa Körner
Tel: +49 (0)221 470 8676
koerner@wiso.uni-koeln.de

ASSISTANT PROFESSORS AND POSTDOCS



Dr. Alexander Himme, PostDoc
Tel: +49 (0)221 470 8679
himme@wiso.uni-koeln.de

Prof. Dr. Marc Fischer

Marc Fischer has been the director of the Chair of Marketing and Market Research since 2011. Before that, he was Professor of Marketing & Services at the University of Passau. He frequently visits the Anderson Graduate School of Management at the University of California at 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*, *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, Professor 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.

Professor 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 *Die Betriebswirtschaft* (Business Administration Review).

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



Prof. Dr. Werner Reinartz
Tel: +49 (0)221 470 5751
werner.reinartz@uni-koeln.de

Research Areas:

- Marketing Strategy
- Customer Relationship Management
- Retailing
- Distribution Channel Management
- Service Strategies
- Direct Marketing and Database Marketing

RESEARCH ASSISTANTS

DOCTORAL STUDENTS



M. Sc. Maren Becker
Tel: +49 (0)221 470 1325
maren.becker@wiso.uni-koeln.de



Dipl.-Kfm. Alexander Bleier
Tel: +49 (0)221 470 6250
bleier@wiso.uni-koeln.de

SECRETARIAL ASSISTANT



Patrizia Goltz
Tel: +49 (0)221 470 5751
goltz@wiso.uni-koeln.de



M. Sc. Vanessa Gartmeier
Tel: +49 (0)221 470 4363
gartmeier@wiso.uni-koeln.de

ASSISTANT PROFESSORS AND POSTDOCS



Dr. Maik Eisenbeiß
OBI Assistant Professor for Marketing
and Retailing
Tel: +49 (0)221 470 1931
eisenbeiss@wiso.uni-koeln.de



M. Sc. Daniela Iosub
Tel: +49 (0)221 470 1223
iosub@wiso.uni-koeln.de



Dr. Mark Elsner, PostDoc
Tel: +49 (0)221 470 2068
elsner@wiso.uni-koeln.de



Dipl.-Kff. Lara Lobschat
(Member of the chair until
April 2013)



Dr. Monika Käuferle, PostDoc
Tel: +49 (0)221 470 4364
kaeufeler@wiso.uni-koeln.de



M. Sc. Annette Ptok
Tel: +49 (0)221 470 2368
ptok@wiso.uni-koeln.de

Prof. Dr. Werner Reinartz

Werner Reinartz is Professor of Marketing at the University of Cologne, Germany. His research interests and expertise focus on marketing strategy, retailing, customer management, and service strategies. In particular, he is interested in how firms can compete successfully in saturated markets, the increasing role that services play in go-to-market strategies, 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)—measured by his time-adjusted publication rate in the top four journals in the marketing discipline. Similarly, he ranks among the top 2.6% most productive researchers in business administration in German-speaking countries (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 for the *Journal of Marketing*, Finalist for the 2009 O'Dell Award, and the 2011 Sheth Foundation/*Journal of Marketing* Award for long-term contributions to the marketing discipline. He has published extensively in *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *International Journal of Marketing*, and *Journal of Service Research*. 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 also has worked with many international companies, including IBM (Germany), the Cora Group (France), GfK (Germany), ABN AMRO (Netherlands), Spiegel (USA), METRO (Germany), Henkel (Germany), AKBANK (Turkey), Comdirect Bank (Germany), and CGGVeritas (France). In addition, he has conducted extensive 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



Prof. Dr. Franziska Völckner
Tel: +49 (0)221 470 7886
voelckner@wiso.uni-koeln.de

Research Areas:

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

RESEARCH ASSISTANTS DOCTORAL STUDENTS



Dipl.-Psych. Magdalena Bekk
Tel: +49 (0)221 470 2599
bekk@wiso.uni-koeln.de



Dipl.-Kfm. Pascal Bruno
Tel: +49 (0)221 470 7360
bruno@wiso.uni-koeln.de



M. Sc. Gabriel Chiummo
Tel: +49 (0)221 470 5446
chiummo@wiso.uni-koeln.de

SECRETARIAL ASSISTANT



Brigitte Esser
Tel: +49 (0)221 470 5686
esser@wiso.uni-koeln.de

ASSISTANT PROFESSORS AND POSTDOCS



Dr. Jan-Michael Becker, PostDoc
Tel: +49 (0)221 470 3821
j.becker@wiso.uni-koeln.de



Dr. Julian Hofmann
(Member of the chair until
April 2013)



Dr. Kristina Klein, PostDoc
Tel: +49 (0)221 470 2036
k.klein@wiso.uni-koeln.de



Dipl.-Ök. Feriha Zingal
Tel: +49 (0)221 470 3400
zingal@wiso.uni-koeln.de

Prof. Dr. Franziska Völckner

Franziska Völckner has been 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

Journal Publications of the Marketing Area 2012

Journal Publications

- **Becker, Jan-Michael, Kristina Klein, and Martin Wetzels** (2012), "Hierarchical Latent Variable Models in PLS-SEM: Guidelines for Using Reflective-Formative Type Models," *Long Range Planning (LRP)*, 45 (5), 359–94.
- **Eisenbeiß, Maik, Boris Blechschmidt, Klaus Backhaus, and Alexander Freund** (2012), "The (Real) World is Not Enough: Motivational Drivers and User Behavior in Virtual Worlds," *Journal of Interactive Marketing*, 26 (1), 4–20.
- **Himme, Alexander** and Leonie Zuhorn (2012), "Brand Extension vs. Co-Branding: Welche Strategie verspricht den größten Erfolg?", *Marketing—Journal of Research and Management*, 34 (2), 140–58.
- **Melnyk, Valentyna, Kristina Klein, and Franziska Völckner** (2012), "The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries," *Journal of Marketing*, 76 (6), 21–37.
- **Rühle, Alexander, Franziska Völckner, Henrik Sattler, and Claudia Hatje (geb. Riediger)** (2012), "Attitude-Based Versus Choice Behavior-Based Success of Brand Extensions," *Schmalenbach Business Review*, 64 (April), 125–40.
- **Völckner, Franziska, Alexander Rühle, and Martin Spann** (2012), "To Divide or Not to Divide? The Impact of Partitioned Pricing on the Informational and Sacrifice Effects of Price," *Marketing Letters*, 23 (3), 719–30.

Books and Book Chapters of the Marketing Area 2012

Books

- Kumar, V. and **Werner Reinartz** (2012), *Customer Relationship Management: Concept, Strategy, and Tools*. Berlin/Heidelberg: Springer.

Book Chapters

- **Bekk, Magdalena** and Matthias Spörrle (2012), "Auch in Zukunft nicht nur eine Frage der Person: Persönlichkeitskonzepte im organisationalen Führungskontext," in *Die Zukunft der Führung*, S. Grote, ed. Berlin/Heidelberg: Springer, 453–74.
- Sattler, Henrik, Oliver Schnittka, and **Franziska Völckner** (2012), "An Empirical Analysis of Brand Image Transfer in Multiple Sports Sponsorships," in *Quantitative Marketing and Marketing Management—Marketing Models and Methods in Theory and Practice*, Adamantios Diamantopoulos, Wolfgang Fritz, and Lutz Hildebrand, eds. Berlin/Heidelberg: Springer, 517–30.
- Venkatesan, Rajkumar, V. Kumar, and **Werner Reinartz** (2012), "Customer Relationship Management in Business Markets," in *Handbook of Business-to-Business Marketing*, Gary Lilien and Raj Grewal, eds. Glos: Edward Elgar Publishing, 311–31.

Completed Dissertations of the Marketing Area 2012

Author	Title	Advisor
Benedikt Berlemann	Essays in Retail Strategy: The Case of Unplanned Buying and Exclusively Branded Products	Prof. Dr. Werner Reinartz
Julian Hofmann	Essays on Human Brands and Meta-Analysis in Marketing	Prof. Dr. Franziska Völckner
Monika Käuferle	Effective Multichannel Distribution Strategy	Prof. Dr. Werner Reinartz
Kristina Klein	Essays on the Effects of Brands and Prices on Consumer Behavior	Prof. Dr. Franziska Völckner
Dominik Orbach	Forward Integration into Retailing: Motives, Channel Structure, and Performance	Prof. Dr. Werner Reinartz
Alexander Rühle	Essays on the Effects of Partitioned Pricing Strategies and Branding Decisions on Consumer Behavior	Prof. Dr. Franziska Völckner
Isabel Victoria Villeda	Essays on Interfirm and Intrafirm Brand Combinations	Prof. Dr. Franziska Völckner

Awards of the Marketing Area 2012

Professors Werner Reinartz (University of Cologne) and Wolfgang Ulaga (IMD) are the winners of the **2012 SYNTEC Prix Academic de la Recherche en Management** (Academic Award for Research in Management) in the category "Marketing and Decision Sciences" for their article "Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully", published in the *Journal of Marketing*, November 2011. The selection criteria for the award (total of 65 entries in 4 categories) are innovativeness of the idea, scientific rigor, and relevance towards concrete business challenges.

Professor Werner Reinartz is the winner of the **Sheth Foundation/Journal of Marketing Award**. Nominated by the editorial board of the *Journal of Marketing* and chosen by previous editors of the *Journal of Marketing* the award recognizes scholarship that has made long-term contributions to the discipline of marketing (article: "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration", published in 2003).

Dr. Kristina Klein's dissertation "Essays on the Effects of Brand Names and Prices on Consumer Behavior" was awarded by the Competence Center Consumer Research NRW with the second place of the **Nachwuchsförderpreis Verbraucherforschung 2012** (Young Talents Awards in Consumer Research). The Competence Center Consumer Research NRW is a cooperation of the consumer advice center NRW, the ministry of science, and the ministry of consumer protection in North Rhine-Westphalia.

Invitations to Conferences and Seminar Series of the Marketing Area 2012

- Eisenbeiß, Maik, "Big Data Analytics," Academic Days Conference hosted by IBM Europe, Frankfurt, Germany.
- Eisenbeiß, Maik, "Marketing for Vending Operators—Potential and Starting Points," Vending 2013 Congress, Cshop Cologne Trade Fair, Koelnmesse, Cologne, Germany.
- Fischer, Marc, "Measuring the Financial Value of Brands," Brands and Branding in Law, Accounting and Marketing, Chapel Hill, USA.
- Fischer, Marc, "Marketing Budget Allocation Rules—A Simulation Study," University of Technology, Sydney, Australia.
- Fischer, Marc, "Marketing Budget Allocation Rules—A Simulation Study," Monash University, Melbourne, Australia.
- Fischer, Marc, "Marketing Budget Allocation Rules—A Simulation Study," UCLA Anderson School of Management, Los Angeles, USA.
- Fischer, Marc, "Building a Global Logistics Brand—The Case of DHL," Kühne Logistics University, Hamburg, Germany.
- Reinartz, Werner, "Driving Growth through Services in B2B Markets: Key Success Factors Derived from Best Practices," Research Impacting Practice—Bringing Technology to Market Conference, ESMT, Berlin, Germany.
- Reinartz, Werner, "Consumer and Technology Impact on Value Creation in Retailing," 15th OFW World Business Dialogue, University of Cologne, Cologne, Germany.
- Reinartz, Werner, "The Sales Effect of Creativity in Advertising", Research Seminar Series of the Marketing Department, Koç University, Istanbul, Turkey.
- Völckner, Franziska, "Brand-Country Image Fit: A New Metric to Evaluate International Branding Strategies", Research Seminar Series of Cass Business School, City University London, London, UK.
- Völckner, Franziska, "Brand-Country Image Fit: A New Metric to Evaluate International Branding Strategies", Research Seminar Series of the Marketing Department, Tilburg University, Tilburg, Netherlands.
- Völckner, Franziska, "Brand-Country Image Fit: A New Metric to Evaluate International Branding Strategies", Research Seminar Series of the Marketing Department, University of Waikato, Hamilton, New Zealand.

Conference Presentations of the Marketing Area 2012

- **Becker, Jan-Michael** and **Kristina Klein**, "What Makes a Company Attractive? Choose Your "Weapons" Right in the "War for Talents"!", Annual Conference of the European Marketing Academy, Lisbon, May 22–25.
- **Becker, Jan-Michael** and **Alexander Rühle**, "How Retail Brands Can Positively Influence Consumers' Purchase Decisions for National Brands," Annual Conference of the European Marketing Academy, Lisbon, May 22–25.
- **Bekk, Magdalena**, Joachim Kruse, Nadine Nowakowski, and Matthias Spörrle, "A Place Like Me: Holiday Destination-Holiday Maker Personality Fit Predicts Satisfaction With Tourist Destination and Recommendation," Annual Conference of the European Marketing Academy, Lisbon, May 22–25.
- **Bleier, Alexander** and **Maik Eisenbeiß**, "Right Ad, Wrong Time? A Field Experiment on the Effects of Retargeting on Online Shopping Behavior," Marketing Science Conference, Boston, June 7–9. Invited for special track on "Internet and Interactive Marketing" by Eric Bradlow, Peter Fader, Donna Hoffman, and Arvind Rangaswamy.
- **Bruno, Pascal**, Valentyna Melnyk, and **Franziska Völckner**, "When a Warm Ad Leaves You Cold—The Moderating Role of Temperature on the Effectiveness of Warmth in Advertising," Annual Conference of the European Marketing Academy, Lisbon, May 22–25.
- **Bruno, Pascal**, Valentyna Melnyk, and **Franziska Völckner**, "The Influence of Temperature on Consumers' Reaction to Emotional Appeals," Asia-Pacific Association for Consumer Research Conference, Queenstown, July 6–8.
- **Bruno, Pascal**, Valentyna Melnyk, and **Franziska Völckner**, "Cooling Down or Heating Up with Emotions: How Temperature Affects Customer Response to Emotional Advertising Appeals," North-American Association for Consumer Research Conference, Vancouver, October 4–7.
- **Eisenbeiß, Maik**, Robert Wilken, Bernd Skiera, and Markus Cornelissen, "The Deal is On: Understanding and Managing Deal-of-the-Day Promotions," Annual Conference of the European Marketing Academy, Lisbon, May 22–25.
- **Eisenbeiß, Maik**, Robert Wilken, Bernd Skiera, and Markus Cornelissen, "The Deal is On: Understanding and Managing Deal-of-the-Day Promotions," Marketing Science Conference, Boston, June 7–9.
- **Elsner, Mark**, **Lara Lobschat**, and **Werner Reinartz**, "What's in a Story? Factors Influencing the Popularity of Online Content in Social Media," Marketing Science Conference, Boston, June 7–9.
- **Fischer, Marc** and Nils Wagner, "On the Use of Practitioner Budgeting Rules," Marketing Science Conference, Boston, June 7–9.

- **Fischer, Marc**, Sönke Albers, and Nils Wagner, "Investigating the Performance of Budget Allocation Rules: A Monte Carlo Study," Marketing Dynamics Conference, Tilburg, August 23–25.
- **Hornig, Tobias** and **Marc Fischer**, "Valuing Growth: How Marketing Contributes to Value From Future Profit Growth," Marketing Science Conference, Boston, June 7–9.
- **Orbach, Dominik**, **Werner Reinartz**, and **Mark Elsner**, "Forward Integration into Retailing: Motives, Determinants of Channel Structure, and Performance Implications," Marketing Science Conference, Boston, June 7–9.
- **Reinartz, Werner**, "Does It Pay Off to Be Original? The Sales Effect of Creativity in Advertising," Annual Meeting of the German Academic Marketing Commission (Wissenschaftliche Kommission Marketing im VHB), Ingolstadt, January 27.
- **Schollmeyer, Thomas**, Michel Clement, and **Marc Fischer**, "Who Sets Movie Trends: The Consumer or the Producer," Marketing Science Conference, Boston, June 7–9.
- **Worm, Stefan**, Wolfgang Ulaga, Sundar Bharadwaj, and **Werner Reinartz**, "Financial Performance Outcomes of B2B Customer Solution Offerings," ISBM Academic Conference, Chicago, August 15–16.
- **Zingal, Feriha**, Karen Gedenk, and **Franziska Völckner**, "Does Paying Customers Pay Off? Consumer Response to Negative Prices," Annual Conference of the European Marketing Academy, Lisbon, May 22–25.

Conferences and Research Talks Organized by the Marketing Area

Event	Date	Organizer(s)	Lecturers and Topics
Research Talk	June 20	Prof. Dr. Werner Reinartz	<p><i>Prof. Dr. Partha Krishnamurthy</i> University of Houston</p> <p>"Collective Wisdom in Medical Decision Making"</p>
Cologne–Hamburg Marketing Camp	December 3	Prof. Dr. Marc Fischer	<p><i>Prof. Dr. Jaap Wieringa</i> University of Groningen</p> <p>"GMOK: A Generalized Mixture of Kalman Filters Model for Customer Churn Prediction"</p> <p><i>Prof. Dr. Dominik Papies</i> University of Tübingen</p> <p>"The Times They Are a Changin'—The Increasing Role of Concerts in the Music Industry"</p> <p><i>Prof. Dr. Koen Pauwels</i> Özyegin University Istanbul</p> <p>"How Wrong Are Last-Click Methods?"</p>

Teaching





Mission Statement

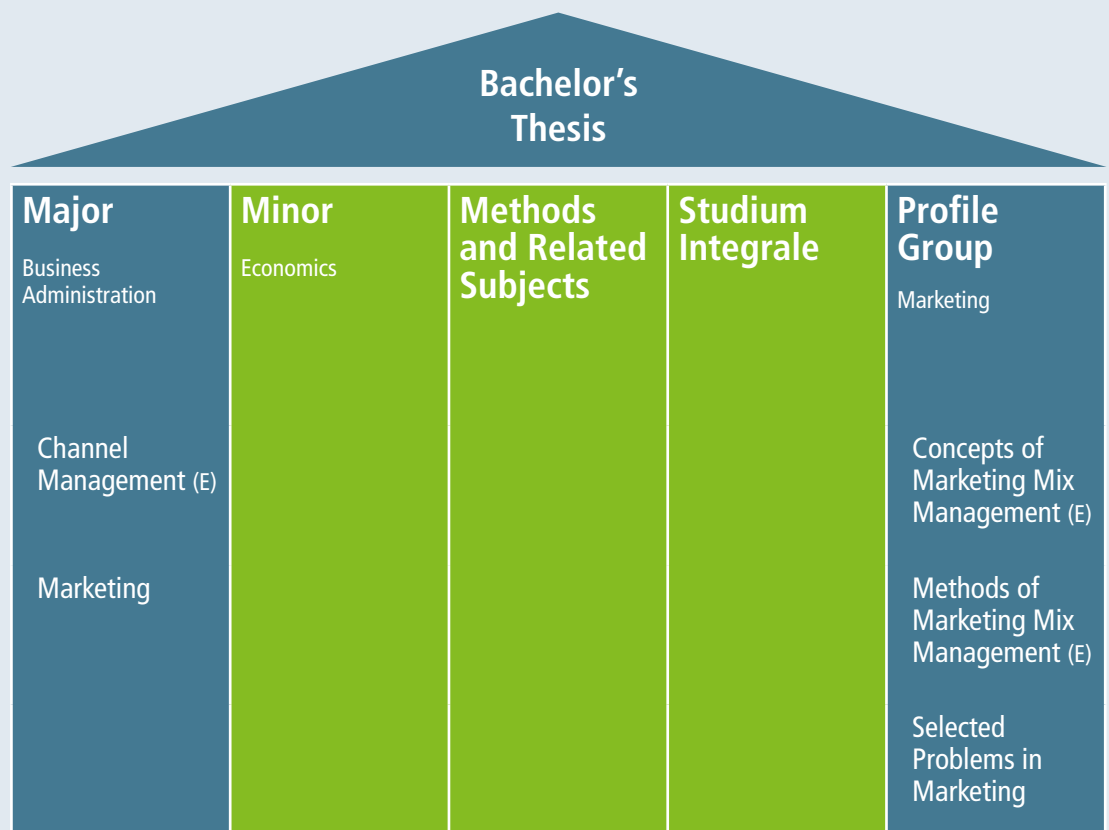
The objective of our teaching is to convey knowledge, theories, and methods in marketing. Theories and methods are critical, because knowledge may become obsolete, whereas theories and methods can always be used to address new challenges.

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

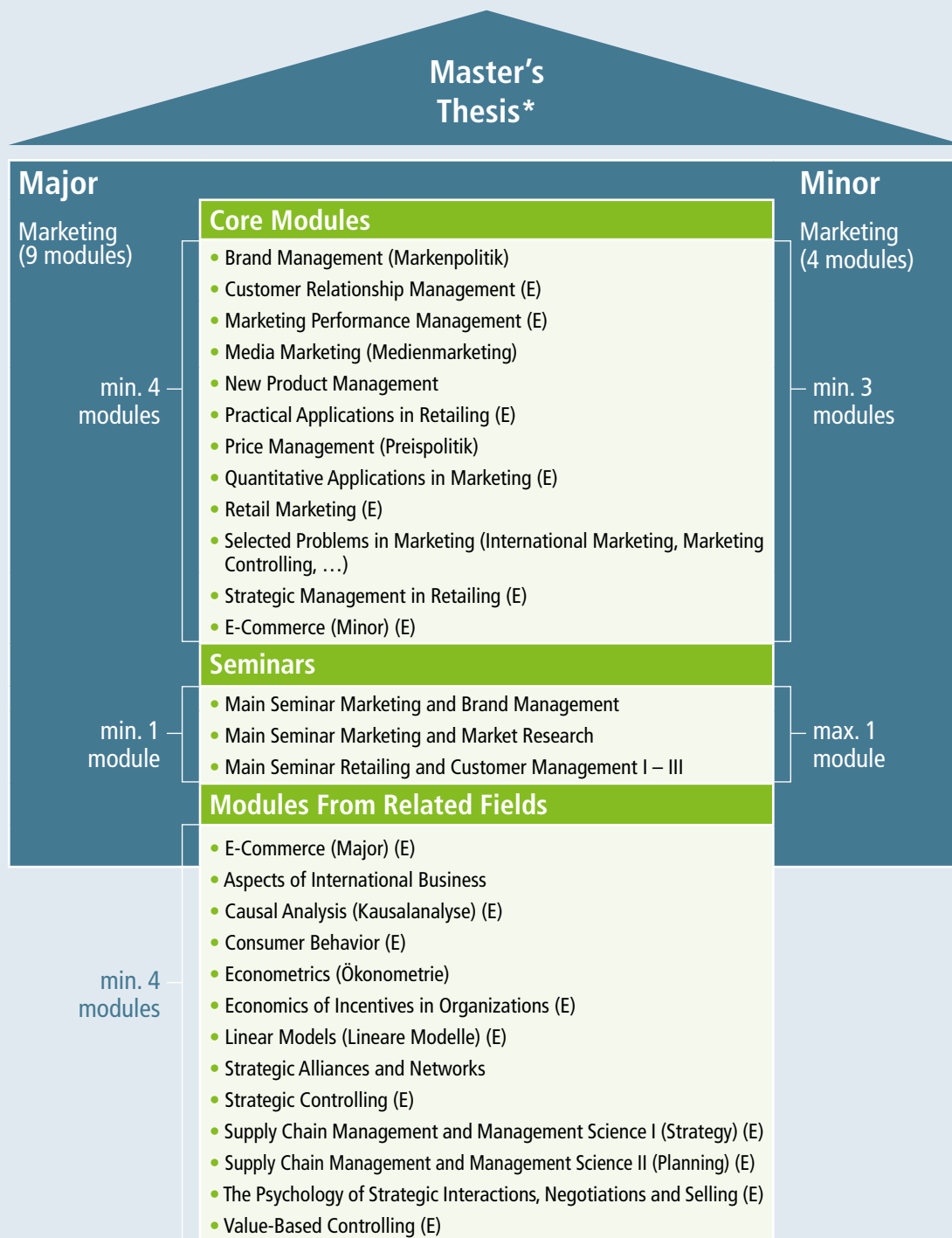


Offered by the Marketing Area

(E) = Taught in English

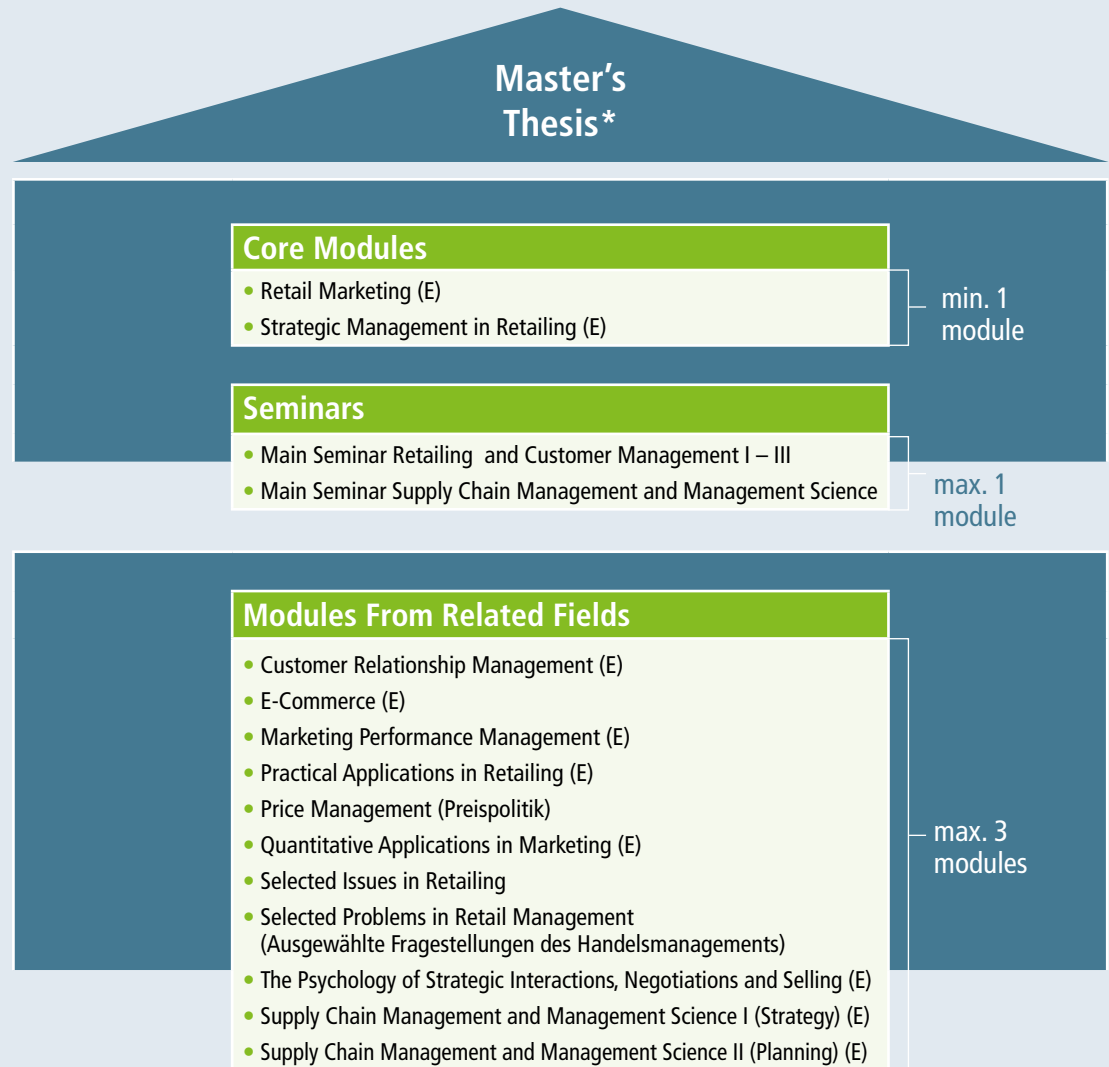
Within the program of the **master of science in business administration**, students can specialize in their studies through the choice of a major and a minor subject, as well as through modules from related fields and the master's thesis. The respectively available offerings by the Marketing Area for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

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: Professor Völckner had a sabbatical in the winter term 2011/12. Professor Fischer had a sabbatical in the summer term 2012. Therefore, they did not offer their regular course programs in the respective terms.

Bachelor's Degree Program			
Course Name	Lecturer	Contents	Course Type
Channel Management	Prof. Dr. Werner Reinartz	<ul style="list-style-type: none"> Companies' go-to-market strategies 	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. Alexander Himme	<ul style="list-style-type: none"> Analysis of current topics in the field of marketing (e.g., brand management) 	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
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
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

Master's Degree Program (cont.)

Course Name	Lecturer	Contents	Course Type
New Product Management	Dr. Markus Pfeiffer	<ul style="list-style-type: none"> Nature, basic concepts, theories, and methods of product innovation management 	Lecture
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
Strategic Management in Retailing	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 management • 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. Jan-Michael Becker/Dr. Kristina Klein/Prof. Dr. Franziska Völckner	Depending on the general topic of the advanced seminar (changes in every term), amongst others: <ul style="list-style-type: none"> • Retail branding • Employer branding • Viral marketing • Digital branding • 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
Guest seminars	Variable	<ul style="list-style-type: none"> Current topics in marketing research 	Seminar

Teaching Quality: Academic Year 2012

Bachelor's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 Lectures with Exercise and Tutorial	Prof. Dr. Werner Reinartz	Channel Management	Winter 11/12
Top 10 Lectures with Exercise and Tutorial	Prof. Dr. Werner Reinartz	Channel Management	Summer 12
Top 10 Lectures with Exercise and Tutorial	Prof. Dr. Franziska Völckner	Marketing	Summer 12

Master's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 Lectures with Exercise	Prof. Dr. Franziska Völckner	Brand Management	Summer 12
Top 10 Lectures without Exercise/ Tutorial	Tina Müller	International Marketing	Summer 12
Top 10 Lectures with Exercise	Asst.-Prof. Dr. Maik Eisenbeiß	Quantitative Applications in Marketing	Winter 11/12
Top 10 Lectures with Exercise	Prof. Dr. Partha Krishnamurthy and Maren Becker	Strategic Management in Retailing	Summer 12

Guest Lectures: Academic Year 2012

Bachelor's Degree Program			
Guest Lecturer	Title of Talk	Course Name	Term
Rüdiger Firlus, Head of Sales, Coty	Managing Distribution Intensity	Channel Management	Winter 11/12
Thorsten Wilhelm, E-Commerce Director Central Europe, Toys'R'Us	Multichannel Retailing	Channel Management	Winter 11/12
Markus Lause, Director Enterprise Sales Consulting and Service, Vodafone	Augmented Retail	Channel Management	Summer 12
Dunja Schüssler, National Sales Manager Frozen Food, Dr. Oetker	New Product Launch	Channel Management	Summer 12
Wolfgang Giehl, Vice President Brand Management and Advertising, DHL	International Brand Management at DHL	Methods of Marketing Mix Management	Winter 11/12

Master's Degree Program

Guest Lecturer	Title of Talk	Course Name	Term
Jose Fornés Pérez, Managing Director Kérastase, L'Oréal	Selective Brand Management: From Strategy to Implementation Using the Example of Kérastase	Brand Management	Summer 12
Alexander Rauch, Strategy Director Interbrand Central and Eastern Europe, Interbrand	Brand Equity Measurement at Interbrand	Brand Management	Summer 12
Nadine Berghaus, Marketing Director In- ternational, Henkel	Brand Management Using the Examples of Schwarzkopf and Syoss	Brand Management	Summer 12
Peter Ströll, Founder and Senior Partner, Kanzlei Dorenz & Ströll	Trademark Law	Brand Management	Summer 12
Arno Walter, Group Executive Mana- ger Private and Business Customer, Commerz- bank Anna Mangold, Project Manager Competence Center Marketing and Sales, Roland Berger Strategy Consultants	Brand Migration and Implementation—Physical Rebranding at Commerzbank	Brand Management	Summer 12
Dr. Kay Moeller-Heske, Head of Marketing, Novartis	CRM in B-to-B Markets: The Example of Novartis Pharma	Customer Relationship Management	Winter 11/12
Jan Pommer, General Manager, Beko BBL	Strategic Marketing and CRM in the Sports Business	Customer Relationship Management	Winter 11/12
Dr. Lothar Steinebach, Chief Financial Officer, Henkel	Brand Performance Controlling at Henkel	Marketing Performance Management	Winter 11/12
Christopher Maaß, Director Marketing and Customer Service, brands4friends	Customer Management in Retailing—Customer Activity at brands4friends	Retail Marketing	Summer 12
André Pallinger, Head of Department Strategic and Corporate Development, real	Customer Centric Retailing @ real	Strategic Management in Retailing	Summer 12

Examinations: Academic Year 2012

Bachelor's Degree Program			
Course Name	Lecturer/Advisor	Examination Type	Number*
Channel Management	Prof. Dr. Werner Reinartz	Written Exam	653
Marketing	Dr. Jan-Michael Becker/ Prof. Dr. Franziska Völckner	Written Exam	911
Concepts of Marketing Mix Management	Prof. Dr. Marc Fischer	Written Exam	123
Methods of Marketing Mix Management	Prof. Dr. Marc Fischer	Written Exam	135
Bachelor's Theses	Asst.-Prof. Dr. Maik Eisenbeiß	Written Paper	9
Bachelor's Theses	Prof. Dr. Marc Fischer	Written Paper	34
Bachelor's Theses	Prof. Dr. Werner Reinartz	Written Paper	31
Bachelor's Theses	Prof. Dr. Franziska Völckner	Written Paper	41

* This information refers to the number of examinations taken in the academic year 2012 (winter term 2011/12 and summer term 2012)

Master's Degree Program			
Course Name	Lecturer/Advisor	Examination Type	Number*
Brand Management	Prof. Dr. Franziska Völckner	Written Exam	140
Customer Relationship Management	Asst.-Prof. Dr. Maik Eisenbeiß	Written Exam	132
E-Commerce	Dr. Mark Elsner	Written Exam	167
Marketing Performance Management	Prof. Dr. Marc Fischer	Written Exam	201
Quantitative Applications in Marketing	Asst.-Prof. Dr. Maik Eisenbeiß	Written Exam	23
Retail Marketing	Asst.-Prof. Dr. Maik Eisenbeiß	Written Exam	150
Strategic Management in Retailing	Prof. Dr. Partha Krishnamurthy	Written Exam	57
International Marketing	Tina Müller	Oral Exam	75
New Product Management	Dr. Markus Pfeiffer	Oral Exam	48
Practical Applications in Retailing	Dr. Peter Linzbach	Term Paper	53

* This information refers to the number of examinations taken in the academic year 2012 (winter term 2011/12 and summer term 2012)

Master's Degree Program (cont.)

Course Name	Lecturer/Advisor	Examination Type	Number*
Main Seminar Marketing and Market Research	Prof. Dr. Marc Fischer	Seminar Paper + Presentation in Groups	20
Main Seminar Marketing and Brand Management	Dr. Jan-Michael Becker/ Dr. Kristina Klein/Prof. Dr. Franziska Völckner	Seminar Paper + Presentation in Groups	48
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	65
Master's/Diploma Theses	Asst.-Prof. Dr. Maik Eisenbeiß	Written Paper	15
Master's/Diploma Theses	Prof. Dr. Marc Fischer	Written Paper	26
Master's/Diploma Theses	Prof. Dr. Werner Reinartz	Written Paper	21
Master's/Diploma Theses	Prof. Dr. Franziska Völckner	Written Paper	41

* This information refers to the number of examinations taken in the academic year 2012 (winter term 2011/12 and summer term 2012)



Marketing Area—University Services

Prof. Dr. Marc Fischer

- Co-head with Werner Reinartz, Circle of Excellence in Marketing (student talent program) (2012–ongoing)
- Board of Cologne Graduate School in Management, Economics and Social Sciences (doctoral program) (2012–ongoing)
- School representative at CEMS, Global Alliance in Management Education (2011–ongoing)
- Member of doctoral program committee, WiSo Faculty, University of Cologne (2011–ongoing)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2011–ongoing)
- Trustee for MTP student organization (2011–ongoing)

Prof. Dr. Werner Reinartz

- Co-head with Marc Fischer, Circle of Excellence in Marketing (student talent program) (2012–ongoing)
- Elected member of the faculty commission (engere Fakultät), WiSo Faculty, University of Cologne (2013–ongoing)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2007–ongoing)
- Trustee for MTP student organization (2007–ongoing)



Prof. Dr. Franziska Völckner

- Elected deputy member of the faculty commission (engere Fakultät), WiSo Faculty, University of Cologne (2011–ongoing)
- Member of the committee on “Structural Development” (Strukturkommission), WiSo Faculty, University of Cologne (2010–ongoing)
- Member of the deanery—responsible for marketing and public relations, WiSo Faculty, University of Cologne (2009–ongoing)
- 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–ongoing)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2007–ongoing)
- 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–ongoing)
- Trustee for MTP student organization (2007–ongoing)

Transfer



Circle of Excellence in Marketing

**Circle of Excellence
in Marketing**
Das Talent Programm für Studierende

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.

Students from the University of Cologne participated in the following CoEM workshops in 2012:

Company	Location	Workshop Contents	Duration
Henkel	Düsseldorf	Case study on current topics in the adhesive industry. Tour of the plant. "Speed dating" with company representatives.	2 days
McKinsey & Company	Kitzbühel	"McKinsey Marketing Challenge": Competition between participating universities to solve a real marketing consultancy case.	3 days
Edeka	Hamburg	Case study on the development of a marketing and media plan to target specific customer groups. Nightly harbor tour.	2 days
L'Oréal	Düsseldorf	Case study on the positioning and market entry strategy for a new product in the luxury care segment.	2 days

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



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. Dr. Franziska Völckner) and the Institute for Marketing and Media, Department of Marketing and Branding, University of Hamburg (Prof. Dr. Henrik Sattler).

“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.

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



Careers in Consumer Business



Careers in Consumer Business (CiCB) is an established university career fair, focusing on the consumer goods, retailing, and services industry. Initiated by the Chair of Retailing and Customer Management in 2008, the CiCB offers students a unique opportunity to meet diverse companies and to get insider tips from top managers.

For further information on the Careers in Consumer Business, please visit www.careersin.uni-koeln.de

Approximately 260 students from universities all over Germany, as well as nearby countries, registered for this career fair in 2012. Furthermore 15 companies, including Abercrombie & Fitch, Dr. Oetker, LVMH, and P&G, presented themselves as attractive employers. In this context, NOWEDA offered a workshop about "Do's and Don'ts in the Job Interview" to train students for their future.

In four unique talks, the students gained practical insights from guest speakers on various topics, such as multichannel marketing and marketing strategies:

- Transformation of the business model department store.
- Jack Bauer Branding: Strategies for successful brand management in real time.
- Multichannel marketing.
- Turning consumer insights into marketing strategy.



Publications in Practitioner-Oriented Media

Journal Publications

- **Fischer, Marc** (2012), "Hilfe bei der Partnerwahl," *Markenartikel*, 7, 51–53.
- **Fischer, Marc** and **Thomas Schollmeyer** (2012), "Den Wert versunkener Marken messen," *Markenartikel*, 10, 100-02.
- **Klein, Kristina** and **Franziska Völckner** (2012), "Das klingt gut," *Markenartikel*, 11, 86–88.
- **Reinartz, Werner** (2012), "Eine Symphonie der Kanäle," *Harvard Business Manager*, 34 (March), 54–61.
- **Reinartz, Werner** and **Monika Käuferle** (2012), "Channel Management 2.0," *Management-kompass Channel Management*, June, Steria Mummert Consulting/F.A.Z. Institut.
- **Reinartz, Werner** and **Peter Saffert** (2012), "Bitte nicht abseitig!", *Harvard Business Manager*, 34 (October), 12–14.
- **Victoria Villeda, Isabel, Franziska Völckner, Henrik Sattler, and Frank Drewes** (2012), "Fremdgehen in Markenallianzen," *Absatzwirtschaft—Zeitschrift für Marketing*, December, 40–42.
- **Völckner, Franziska, Henrik Sattler, and Isabel Victoria Villeda** (2012), "Markennetzwerke—Chance oder Risiko," *KOMPAKT (Marketing-Club Köln/Bonn)*, 1, 43.

Newspaper Publications

- **Reinartz, Werner** and **Peter Saffert** (2012), "Ist kreative Werbung erfolgreicher?", *Frankfurter Allgemeine Zeitung*, 243, October 18.

Blogs

- **Reinartz, Werner** (2012), "Using Market Research Just for Marketing Is a Missed Opportunity," *Harvard Business Review Blog Network*, August 30.

Interviews

- Absatzwirtschaft (2012, 6), "Praktiker und Forscher schmieden Allianz," Prof. Dr. Franziska Völckner participated in roundtable on the subject of translating marketing science theory into business practice.
- Deutsche Lebensmittelzeitung (2012, January 13), "Beim Image ist noch Luft nach oben," Prof. Dr. Werner Reinartz is interviewed on the latest study of the Center for Research in Retailing (IFH) on the subject of employer branding.
- Metro Group (2012), "Eine Verschiebung der Beziehungen," Prof. Dr. Werner Reinartz is interviewed for the special issue of the METRO retail lexicon.
- Textilwirtschaft (2012, 3), "Employer Branding braucht Zeit," Prof. Dr. Werner Reinartz is interviewed on the subject of employer branding.
- The Economist (2012, June 30), "How Deep Are Your Pockets? Personalizing Online Prices," Prof. Dr. Werner Reinartz is interviewed on the subject of online price customization to consumers.
- WDR 5 (2012, June), Asst.-Prof. Dr. Maik Eisenbeiß is interviewed on pricing tactics of baked goods retailers for the Wirtschaftsmagazin "Profit".
- Wirtschaft & Wissenschaft (2012, 3), "Wissenschaftliche Freiheit in Gefahr? Standpunkte," Asst.-Prof. Dr. Maik Eisenbeiß is interviewed on economic and scientific cooperations.
- Wirtschaft & Wissenschaft (2012, 2), "Dem Kunden auf der Spur," Asst.-Prof. Dr. Maik Eisenbeiß is interviewed on behavioral changes of consumers.
- W&V (2012, October), "Kreativität bringt bis zu 42% Effekt," Prof. Dr. Werner Reinartz is interviewed on the subject of advertising effectiveness.

White Papers

- Reinartz, Werner (2012), "Customer Service der Zukunft," White Paper in collaboration with T-Systems Deutschland.

Executive Teaching and Talks Given in Companies/Associations

- Fischer, Marc (2012), "Return on Marketing—State of the Art," BVM Fachtagung, Frankfurt.
- Fischer, Marc (2012), "Veräußerung von immateriellen Werten—Markenwert als Gegenstand des Überschuldungsstatus," Fachverbandssitzung des Bundesverbands Deutscher Unternehmensberater, Nuremberg.
- Reinartz, Werner (2012), "Value Creation in Retailing," German Chamber of Commerce and Industry, Berlin.

***Main Office Chair of Marketing
and Market Research***

Christa Körner

Tel: +49 (0)221 470 8676

koerner@wiso.uni-koeln.de

www.marketing.uni-koeln.de

***Main Office Chair of Retailing
and Customer Management***

Patrizia Goltz

Tel: +49 (0)221 470 5751

goltz@wiso.uni-koeln.de

www.reinartz.uni-koeln.de

***Main Office Chair of Marketing
and Brand Management***

Brigitte Esser

Tel: +49 (0)221 470 5686

esser@wiso.uni-koeln.de

www.voelckner.uni-koeln.de

***For further information on the Marketing Area,
please see***

www.wiso.uni-koeln.de

