

Research

The research at the Institute of Marketing is oriented empirically and practically. Scientific problems that are significant for practice are examined by using sophisticated data analysis techniques. Occasionally, this takes place in cooperation with national and international universities (e.g., St. Petersburg State University of Economics, Russia; University of Rhode Island, USA; University of Vienna, Austria) and with industry partners (e.g., market research institutes and advertising agencies).

Research foci:

- Mobile Marketing
- Market Research
- Cross-media Communication
- Nanotechnology
- Sustainability
- Marketing Controlling
- Multi-Channel Marketing
- Consumer Behavior
- Corporate Brand Management

Research collaborations:

- St. Petersburg State University of Economics, Russia
- University of Rhode Island, USA
- University of Nebraska - Omaha, USA
- Kyungpook National University, Korea
- FDIBA Sofia, Bulgaria
- University of Vienna, Austria
- IWW - Karlsruhe Institute of Technology (KIT)
- Laboratory of Nano and Quantum Engineering (LNQE)
- University of Hanover

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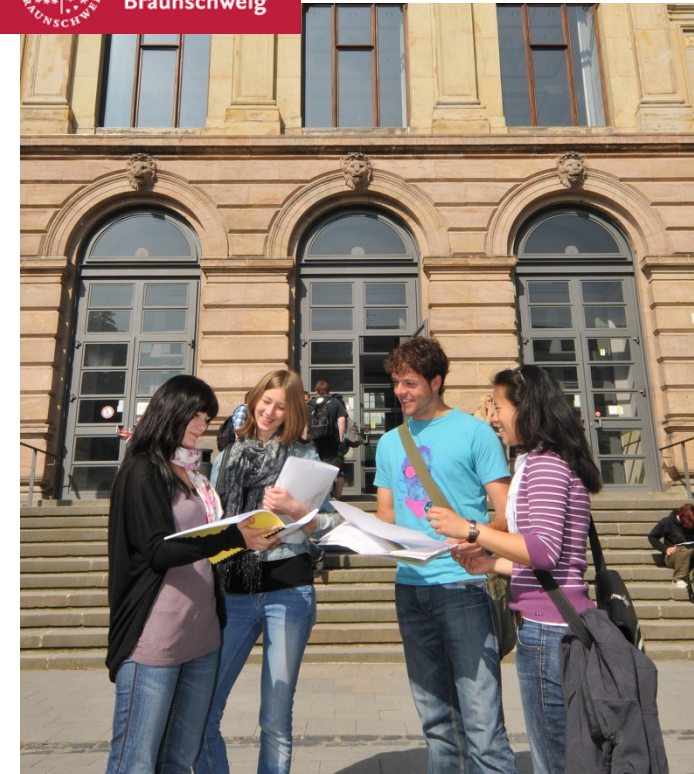


From left to right: Gero Gunkel, Marie Schulte, Stefanie Sohn, Dr. Michael Kempe, Monia Ben Ammar, Prof. Dr. Wolfgang Fritz, Jessica Fleer, Dr. Barbara Seegebarth

Title picture: TU Braunschweig/Frank Bierstedt



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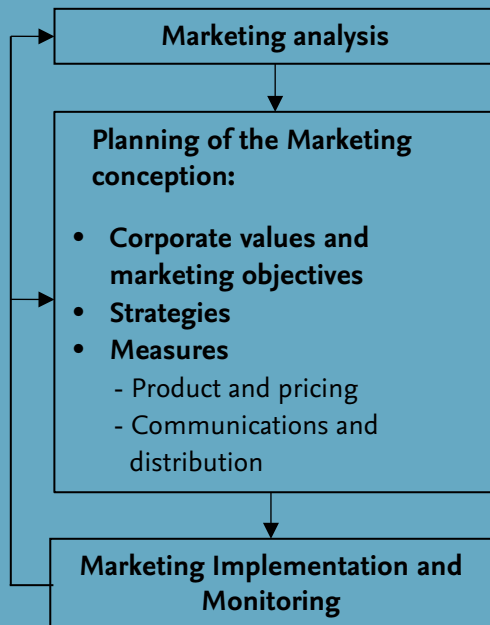


Institute of Marketing

Marketing Research and Teaching at the TU Braunschweig

Marketing

Marketing is nowadays understood as a **market-oriented** way of management in **businesses** and other organizations with regard to customers and competitors. The **tasks** of marketing and **market-oriented management** are shown in the following figure. Empirical research shows that the market orientation of a company is one of the main success factors.



Tasks of the market-orientated corporate management

Studies

The courses at the Institute of Marketing cover the tasks of marketing management in practice and consider the characteristics of the studies at TU Braunschweig. The focus is on **Bachelor's and Master's degrees** such as **Industrial Engineering** (with supplementary studies in Mechanical, Electrical and Civil Engineering), **Business Informatics**, **Business Finance and Business Mathematics** as well as on the **Master's degree in Technology-oriented Management**. In these courses, the Institute of Marketing offers individual lectures and entire modules for both Bachelor's and Master's degrees as well as for the expiring Diploma programs.

Bachelor's degree

As a required course, the "Introduction to Marketing" lecture provides an initial overview of the topic of marketing. In the **Bachelor's module "Marketing"**, students acquire a more detailed look into the field of marketing in courses such as "Internet Marketing and E-commerce" and "Industrial Marketing". These courses deal with, for example, the expansion of traditional marketing tools through the Internet and answer specific questions on the marketing of industrial equipment and system technologies. In particular, the above-mentioned perspectives are essential for students at a University of Technology.

Master's degree

In the combined degree, other important areas of marketing are covered. For example, the **Master's module "Marketing"** includes three lectures and an exercise.

Studies

The "Buyer Behavior and Marketing Research" lecture deals with the purchasing behavior of consumers and organizations as well as market research methods and techniques. The analysis and development of international markets, which are becoming increasingly important in practice, is the focus of the "International Marketing" lecture. In the "Distribution Management" course, topics such as the design of national and international sales channels for industrial enterprises are covered.

In the "Marketing exercise", students work on practical problems, especially those related to actual market research. A special feature of the marketing exercise is the special course "Wiki Debate". Here, participants have the opportunity to discuss marketing issues in English with students at the University of Rhode Island (USA) through the Internet.

In the "Marketing seminar", participants develop and present short scientific papers on selected marketing issues. The curriculum is rounded off with guest lectures by foreign scientists, guest talks by business representatives, company presentations and fieldtrips to well-known companies.

Book recommendations:

- Fritz, W.: *Internet-Marketing und Electronic Commerce*. 4th ed. Wiesbaden: Gabler, 2015. (to be published 2015)
- Fritz, W., and von der Oelsnitz, D.: *Marketing – Elemente marktorientierter Unternehmensführung*. 5th ed. Stuttgart: Kohlhammer, 2015. (to be published 2015)
- Specht, G., and Fritz, W.: *Distributionsmanagement*, 4th ed. Stuttgart: Kohlhammer, 2005.