



Technische
Universität
Braunschweig



Institut für
Marketing
Prof. Dr. Dr. h.c. Wolfgang Fritz



Institute of Marketing

Portrait of research and practice

Institute of Marketing



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Education

- The Institute of Marketing is involved in the teaching process of several Bachelor, Master and expiring Diploma study programs, in particular
 - ⇒ Industrial Engineering
 - ⇒ Business Informatics
 - ⇒ Mathematics in Industry and Finance

- Lectures
 - ⇒ Basic Principles of Marketing
 - ⇒ Internet Marketing and Electronic Commerce
 - ⇒ Industrial Marketing
 - ⇒ International Marketing
 - ⇒ Consumer behaviour and Marketing research
 - ⇒ Distribution Management

Research

Research at the Institute of Marketing:

- Practical and empirical orientation
- Methods of data collection:
 - ⇒ Postal survey
 - ⇒ Telephone (CATI-)Interviews
 - ⇒ Online survey
 - ⇒ Face-to-Face-Interviews
- On the basis of empirical science, ambitious data analysis tools (e.g., SPSS, PLS, LISREL) are applied to investigate topics relevant for business

Research

Areas of research:

- Market-oriented Management and business success
- E-Marketing, E-Commerce and Mobile Marketing
- Market research
- Nanotechnology
- Sustainability
- Marketing controlling
- Market-oriented evaluation of additive manufacturing processes
- Multichannel marketing
- Consumer and customer behaviour
- Corporate Brand Management
- Business-to-Business-Marketing

Research

Collaborations with

- National and international partners
 - ⇒ St. Petersburg State University of Economics, Russia
 - ⇒ University of Rhode Island, USA
 - ⇒ University of Nebraska, at Omaha, USA
 - ⇒ Kyungpook National University, Korea
 - ⇒ University of Vienna, Austria
- Business partners (e.g., market research institutes and advertising agencies)
- Memberships, e.g.
 - ⇒ Association for Consumer Research, USA
 - ⇒ Korean Academy of Marketing Science, Korea
- Track and Session Chairs at the Global Marketing Conferences at Shanghai (2008), Tokyo (2010), Seoul (2012), Singapur (2014), Hong Kong (2016)

Publications

- Fritz, W./Robra-Bissantz, S./Fleer, J.: Internet-Marketing und Electronic Commerce, 4. Aufl., Wiesbaden 2018 (erscheint vorauss. Ende 2018).
- Fritz, W./Lorenz, B./Hauser, U.: Die Discountisierung der Gesellschaft. Dimensionen eines Megatrends, Deutscher Betriebswirte-Verlag Gernsbach 2007 und Tokio 2010 (japanische Ausgabe).
- Fritz, W./von der Oelsnitz, D.: Marketing – Elemente marktorientierter Unternehmensführung, 4. Aufl., Stuttgart 2006.
- Fleer, J.: Kundenzufriedenheit und Kundenloyalität in Multikanalsystemen des Einzelhandels, Wiesbaden 2016.
- Gülow, W.: Interkulturelle Kompetenz in der geschäftlichen Kommunikation zwischen Deutschen und Chinesen, Hamburg 2014.
- Kempe, M.: Ungeplante Käufe im Internet, Wiesbaden 2011.
- Specht, G./Fritz, W.: Distributionsmanagement, 4. Aufl., Stuttgart 2005.

Services for Business Partners

- The Institute of Marketing offers a variety of market research services to business partners:
 - Studies on customer satisfaction and customer loyalty
 - Controlling of communication activities and actions, like e.g. events, online commercials, advertising and direct mail
 - Analysis of degree of popularity, brand image and awareness
 - Analysis of market potential
 - Analysis of customer and user behaviour
- Use of qualitative and quantitative methods of market research

Services for Business Partners

- Further services:
 - Workshops for staff and managers
 - Independent consulting and assistance with projects concerning Marketing problems like
 - ⇒ conceptual design customer surveys
 - ⇒ new positioning of companies
 - ⇒ conceptual design of direct marketing campaigns
 - ⇒ conceptual design of online-performance

Business Partners

- Otto Bock Healthcare
- Volkswagen AG und Konzerntöchter
- Bühler Germany GmbH
- DIHAG Deutsche Gießerei- und Industrieholding AG
- Melitta Haushaltsprodukte GmbH & Co. KG
- Krones AG
- New Yorker S.H.K. GmbH
- Oeding Unternehmensgruppe
- Braunschweiger Zeitung
- Braunschweigisches Landesmuseum

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