



UNIVERSITY  
OF COLOGNE

FACULTY OF  
MANAGEMENT, ECONOMICS  
AND SOCIAL SCIENCES

# MAJOR MARKETING

Dr. Simon C. Schulten

Prof. Dr. Werner Reinartz

# The value creation of marketing



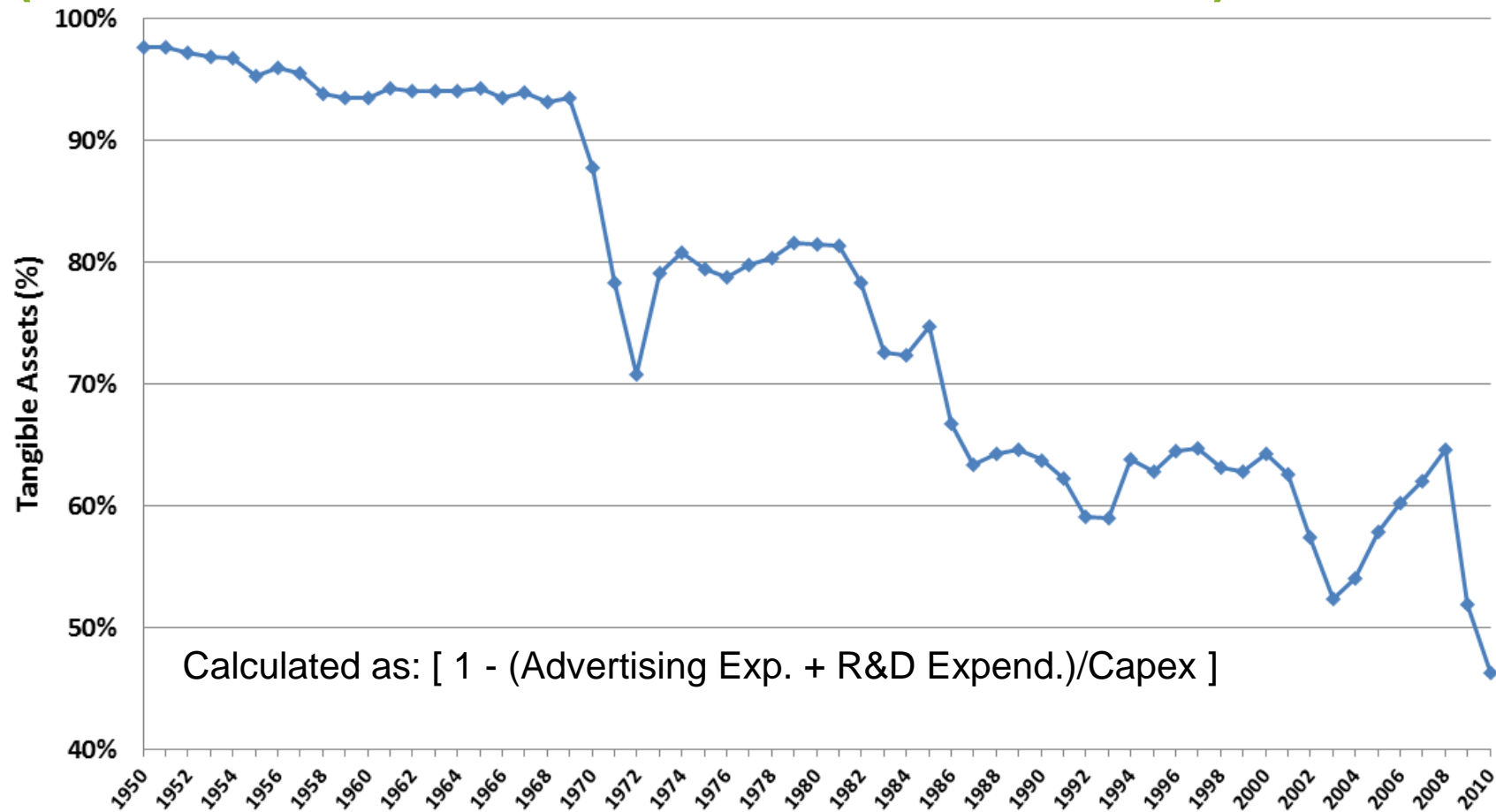
Kantar Millward Brown, BrandZ Ranking, Die Wertvollsten Marken 2021



Today's ideas.  
Tomorrow's impact.

# Tangible Assets as a Percentage of Capital Expenditures

(Non-financial businesses 1950-2010 in the US)



Calculated as:  $[ 1 - (\text{Advertising Exp.} + \text{R\&D Expend.}) / \text{Capex} ]$

Source: WRDS, Wharton School



Today's ideas.  
Tomorrow's impact.

# When marketing is indeed that

- » Data-based and fact driven
  - » “Data scientist: The sexiest job of the 21st century.” (Davenport and Patil 2012)
  - » „Wir bekommen es mit immer mehr Daten zu tun. Sie zu analysieren und einzuordnen, diese Kompetenz müssen wir uns für die Zukunft aneignen“ (Janina Kugel, former CHRO Siemens, September 30, 2018)
- » Performance driven
- » Technology driven

Quantitative marketing skills will be increasingly important in the future



# The Professors of the Marketing Area (1)



## Chair for **Retailing and Customer Management**

- Prof. Dr. Werner Reinartz
- Research areas: Customer relationship management, retailing, B-to-B, service strategies, digital marketing



## Chair for **Marketing Science and Analytics**

- Prof. Dr. Marc Fischer
- Research areas: Marketing performance management, brand management, methods and marketing models, marketing mix optimization



## Chair for **Marketing und Brand Management**

- Prof. Dr. Franziska Völckner
- Research areas: Brand management, price management, preference measurement, market and consumer research



## Professor of **Marketing and Digital Environment**

- Prof. Dr. Hernan Bruno
- Research areas: Customer long-term dynamics, granular targeting, digital advertising, application of statistical and economic tools to marketing problems



## IFH-Endowed Assistant Professor of **Marketing and Retailing**

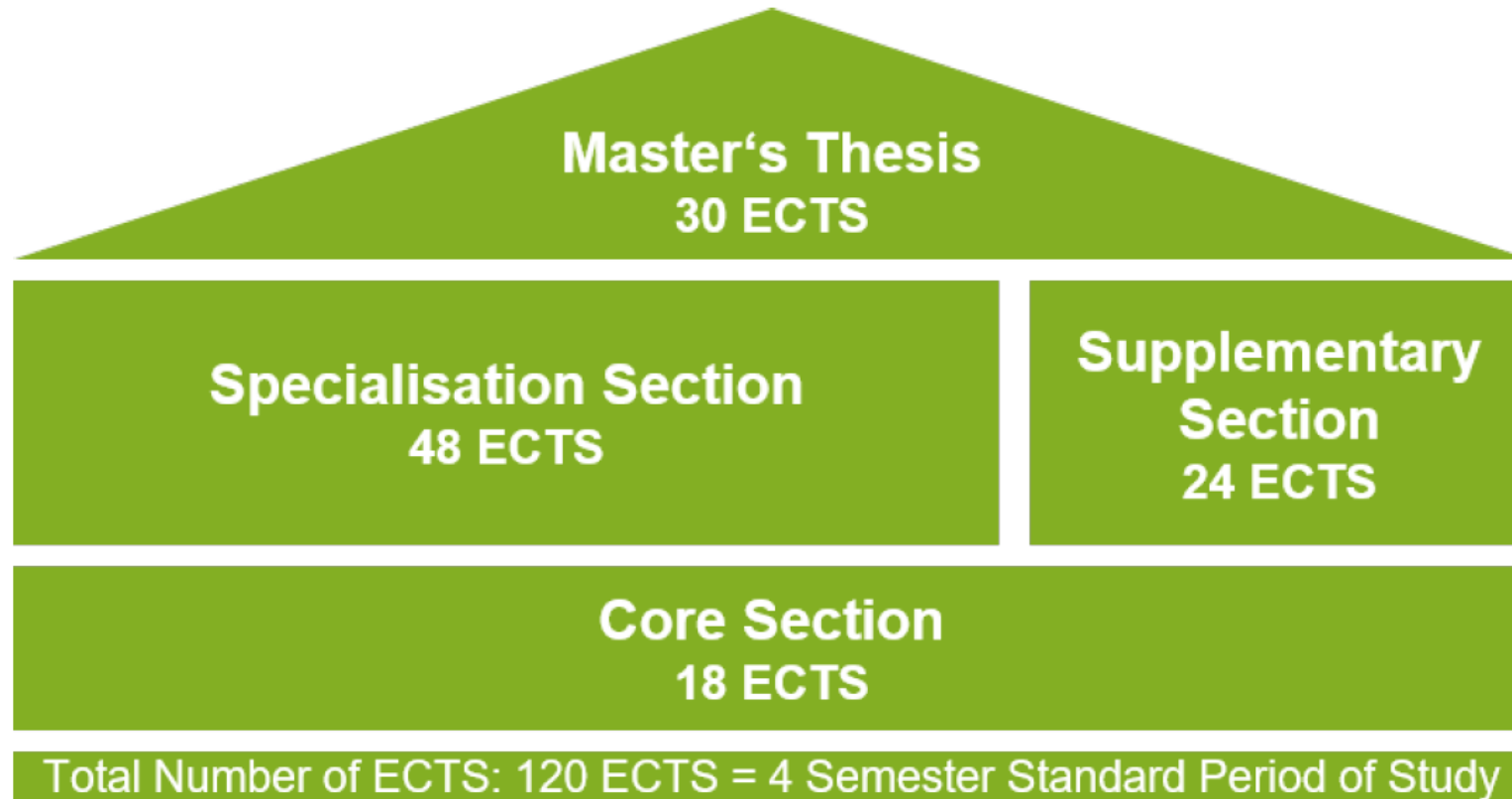
- Jun.-Prof. Dr. Thomas Scholdra
- Research areas: Retailing, advertising effectiveness, digital marketing, marketing strategy, econometric modeling

# Objectives of Teaching

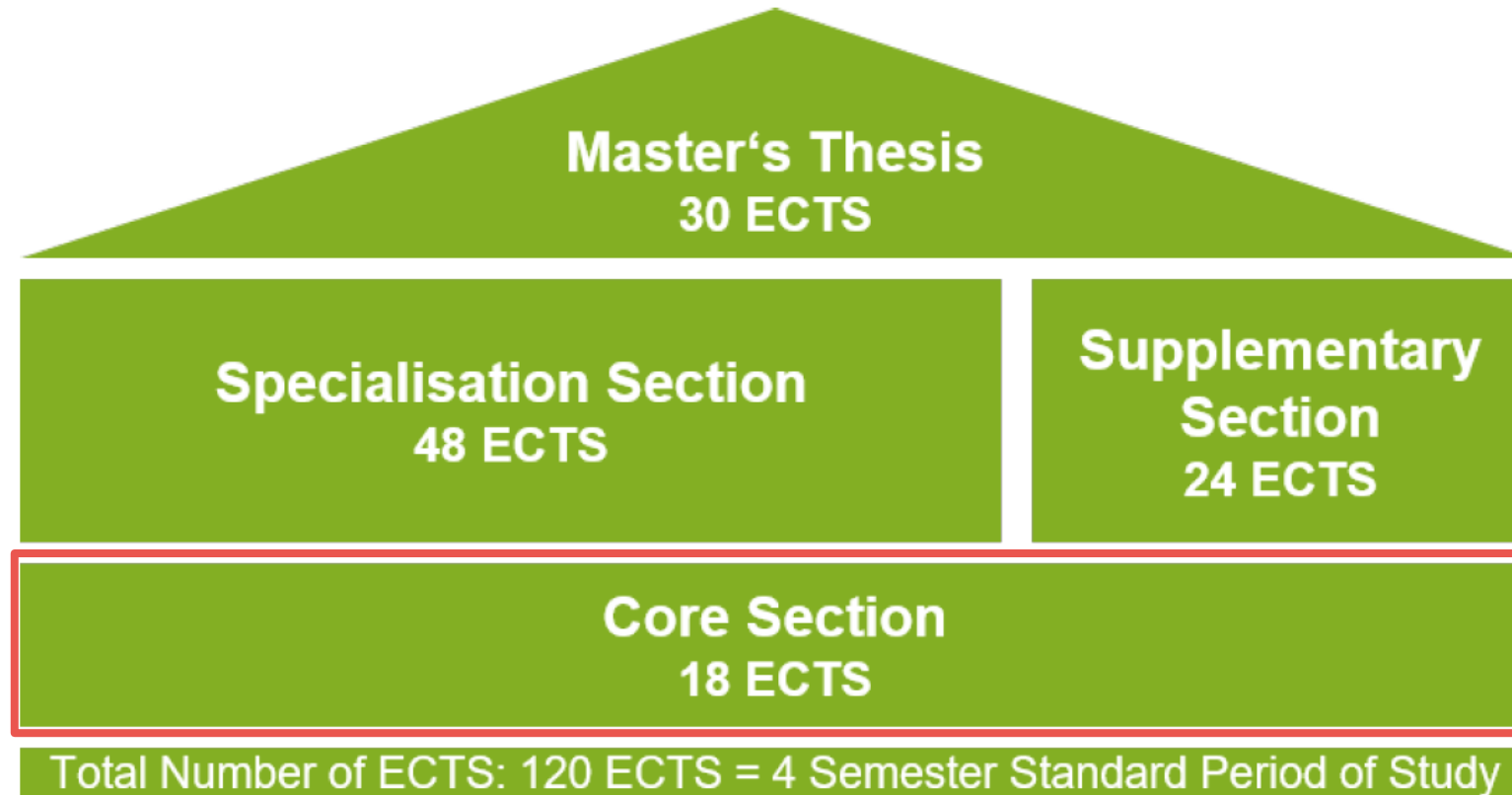
- **Research-Based Education:**
  - Focus on theories and methods
  - Transfer of research results
  - Integration of students in research projects
- **Practice-Based Education:**
  - Cases, simulations, projects
  - Guest speakers
- **Focus on Value-Based Marketing:**
  - Decision support for marketing managers
  - Based on quantitative market research
  - Measurement of marketing effects in monetary terms



# Study Program Major Marketing



# Study Program Major Marketing





# Study Program Major Marketing: Core and Advanced Section

Group	Module	ECTS	CC/ EC	Required ECTS	
Core Section Marketing	CM Management Skills	6	CC	12	18
	CM Applied Econometrics (Business Administration)	6	CC		
	CM Econometrics	6	EC	6	
	CM Microeconomics (Business Administration)	6	EC		
	SpM Empirical Methods and Data Analysis I	6	EC		
	SpM Empirical Methods and Data Analysis III	6	EC		
	CM Selected Methods in Economics	6	EC		



# Study Program Major Marketing: Core and Advanced Section

## Core Module: **Management Skills**

### Topics:

1. Communication
  - Moderation and presentation techniques
  - Communication in complex organisations
2. Group / Team Organisation
  - Goal definition, role definition, task definition and distribution
3. Project Management
  - Agile management, change management
  - IT tools
4. Leadership
  - Decision Preparation
  - Leadership
  - Negotiation
  - Problem Solving

**Lecturer:** AD Dr. Johannes Antweiler (many groups!)

**When:** Each semester



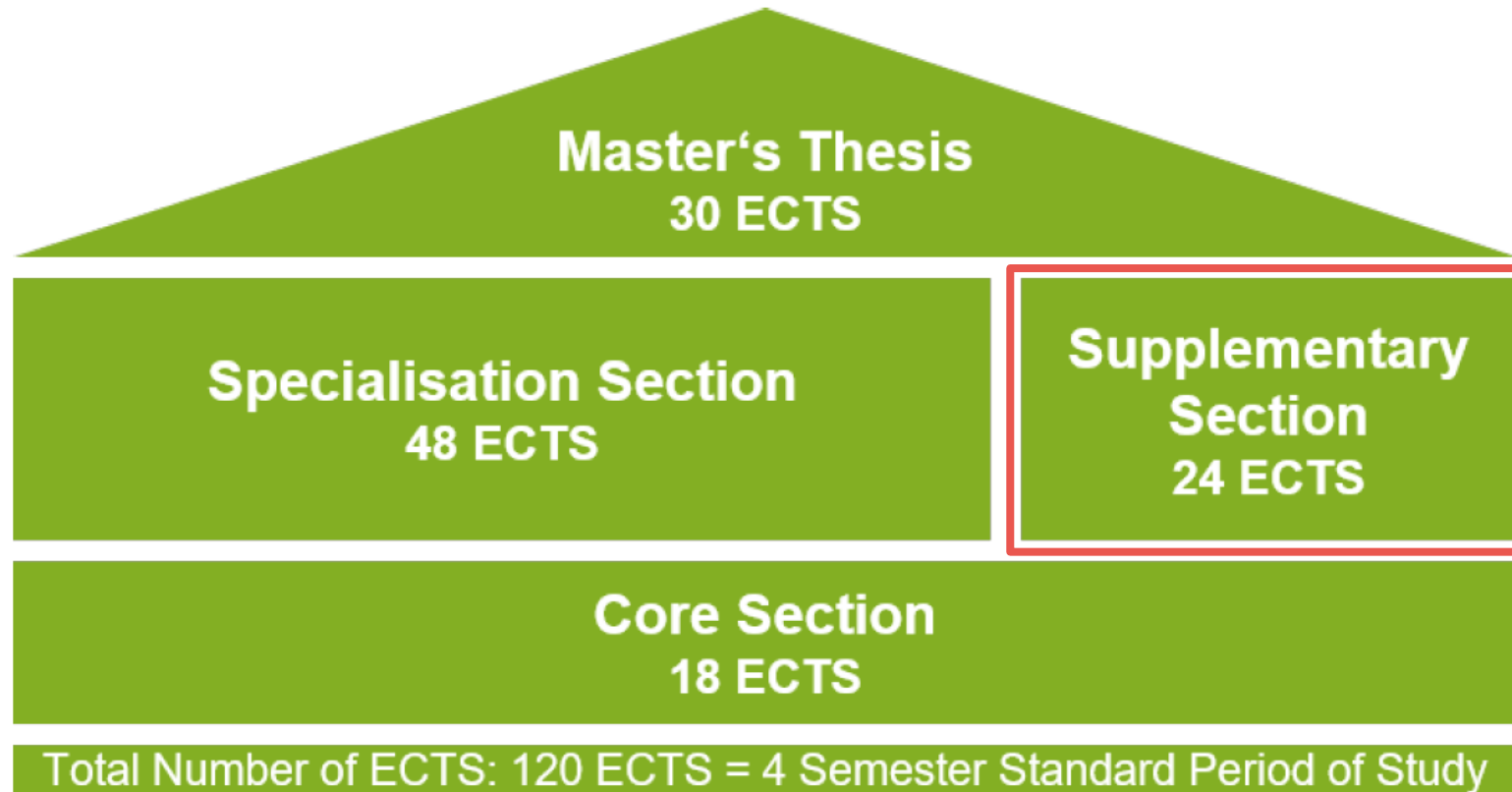
# Study Program Major Marketing: Core and Advanced Section

## Core Module: **Applied Econometrics (Business Administration)**

- **Topics:**
  - Statistical Foundations and Testing
  - Experiments and RCTs
  - Regression (OLS, dummy variables, nonlinear models, ...)
  - Instrumental Variables
  - Regression Discontinuity
  - Panel data (Fixed effects, differences-in-differences)
- **Lecturer:** Dr. Pia Pinger
- **When:** Every 2<sup>nd</sup> term – winter term



# Study Program Major Marketing



# Study Program Major Marketing: Supplementary Section (Minor)

Gruppe	Module	LP	P/WP	Soll LP
Accounting and Taxation	SpM Controlling I	6	EC	24
	SpM Controlling II	6	EC	
	SpM Accounting I	6	EC	
	SpM Taxation I	6	EC	
	SpM Advanced Accounting	6	EC	
	SpM Accounting & Taxation Seminar	6	EC	
	SpM Selected Issues in Accounting & Taxation I	6	EC	
Corporate Development	SpM Business Ethics	6	EC	24
	SpM Strategic Development	6	EC	
	SpM Strategic Human Resource Management	6	EC	
	SpM Strategic Management	6	EC	
	SpM Elective Corporate Development I	6	EC	
	SpM Elective Corporate Development II	6	EC	
	SpM Elective Corporate Development III	6	EC	
Economic Psychology	SuM Introduction to Economic Psychology	12	CC	24
	SuM Advanced Economic Psychology I	6	CC	
	SuM Advanced Economic Psychology II	6	CC	



# Study Program Major Marketing: Supplementary Section (Minor)

Economics for Business Administration	SpM Empirical Methods and Data Analysis I	6	EC	24
	SpM Empirical Methods and Data Analysis II	6	EC	
	SpM Empirical Methods and Data Analysis III	6	EC	
	SpM Empirical Methods and Data Analysis IV	6	EC	
	SpM Empirical Methods and Data Analysis V	6	EC	
	SpM Market Design and Behaviour I	6	EC	
	SpM Market Design and Behaviour II	6	EC	
	SpM Market Design and Behaviour V	6	EC	
SpM Markets and Economic Policy I	6	EC		
SpM Markets and Economic Policy II	6	EC		
SpM Markets and Economic Policy III	6	EC		
SpM Markets and Economic Policy IV	6	EC		
SuM Energy and Climate Change I	6	EC		
SuM Energy and Climate Change II	6	EC		
SuM Energy and Climate Change III	6	EC		
SuM Energy and Climate Change IV	6	EC		
CM Macroeconomics	6	EC		
CM Selected Methods in Economics	6	EC		
SpM Media Economics	6	EC		
CM Applied Econometrics (Business Administration)	6	EC		
CM Microeconomics (Business Administration)	6	EC		
CM Mathematics	6	EC		

Good  
fit



# Study Program Major Marketing: Supplementary Section (Minor)



Finance	SpM Finance I	6	CC	24
	SpM Finance II	6	CC	
	SpM Finance III	6	CC	
	SpM Finance Advanced IV	6	CC	
Supply Chain Management	CM Supply Chain Analytics I	6	CC	24
	CM Supply Chain Analytics II	6	EC	
	SpM Supply Chain Operations	6	CC	
	SpM Supply Chain Strategy	6	EC	
	SpM Supply Chain Planning	6	EC	
	SpM Selected Issues in Behavioural Supply Chain Management	6	EC	
Business Analytics & Econometrics	CM Data Analytics I	6	EC	24
	CM Data Analytics III	6	EC	
	CM Data Analytics V	6	EC	
	CM Data Analytics II	6	EC	
	CM Data Analytics IV	6	EC	



# Study Program Major Marketing: Supplementary Section (Minor)

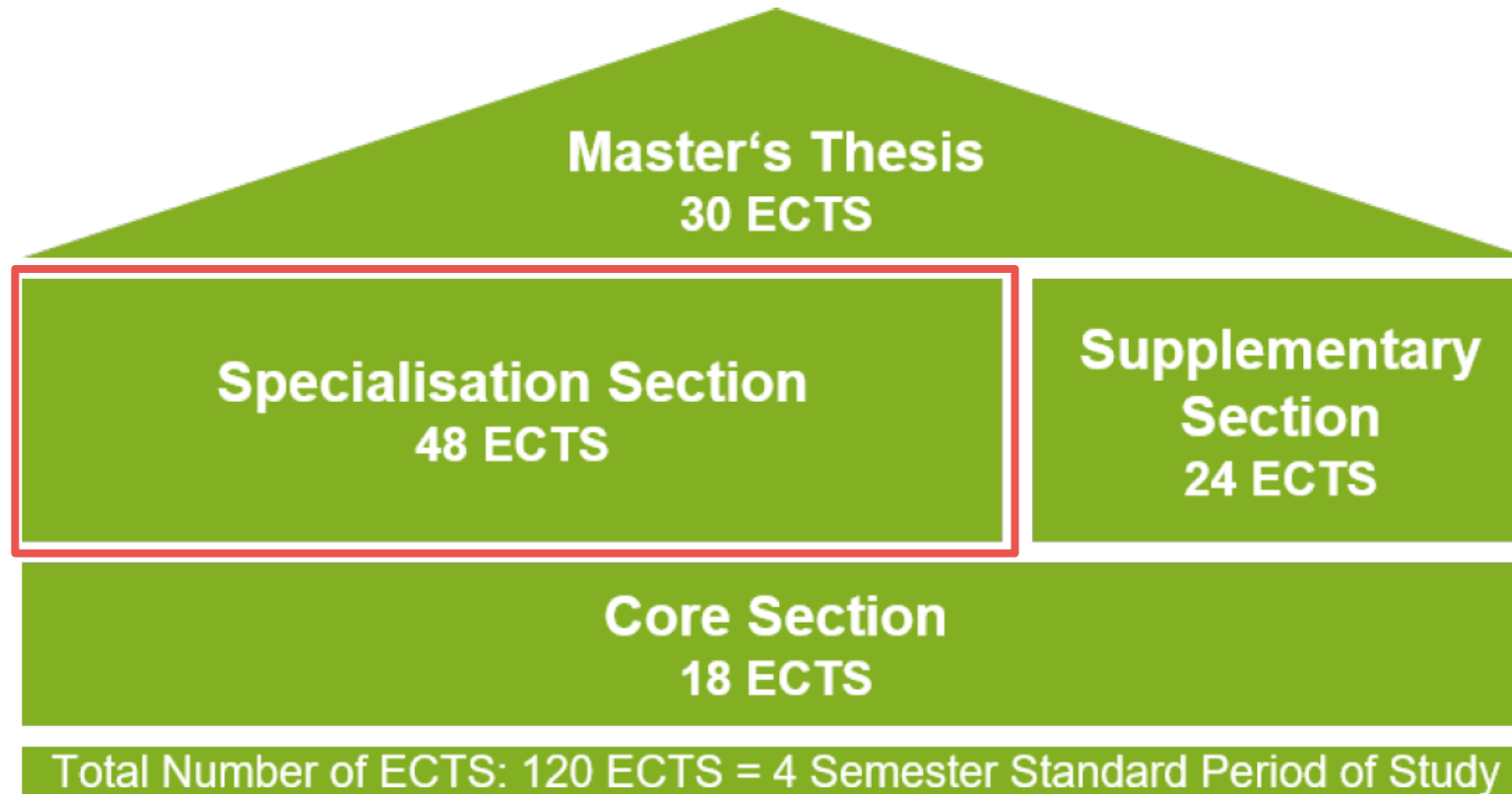


Studies Abroad	Studies Abroad I	6	EC	24
	Studies Abroad II	6	EC	
	Studies Abroad III	6	EC	
	Studies Abroad IV	6	EC	





# Study Program Major Marketing



# Study Program Major Marketing: Specialization Section (Major)

Group	Module	ECTS	CC/EC	Required ECTS
Fundamentals	SpM Business Project	12	CC	30
	SpM Brand Management	6	EC	
	SpM Customer Management	6	EC	
	SpM Marketing Performance Management	6	EC	
	SpM Digital Strategy and Marketing	6	EC	
Advanced	SpM Marketing in Specific Contexts I	6	EC	12
	SpM Marketing in Specific Contexts II	6	EC	
	SpM Marketing in Specific Contexts III	6	EC	
	SpM Selected Issues in Marketing	6	EC	
Seminar	SpM Marketing Seminar	6	CC	6



# SpM Fundamentals: Business Project

Can already be  
chosen in the 1st  
semester (winter  
term)!

Key Facts	
Responsible academic(s)*	Professors Franziska Völckner, Marc Fischer and Werner Reinartz
Key learning objectives / content	<ul style="list-style-type: none"> <li>• Translate theoretical principles and methods into practice in practical assignments with company partners (e.g., L'Oréal, REWE, Ferrero have participated in the past)</li> <li>• Understand how analytical techniques and models are applied and transformed in real-life situations,</li> <li>• Present results and discuss them with other students and industry representatives,</li> <li>• Work in a team</li> </ul>
Teaching and learning methods	<ul style="list-style-type: none"> <li>• Research project</li> <li>• Colloquium</li> <li>• Lecture</li> <li>• Exercise</li> </ul>
Term	Every semester
ECTS Credits	12
End-of-Module Examination	Combined examination: Presentation, term paper

\* Not necessarily the lecturer of the course.

# SpM Fundamentals: Brand Management

Key Facts	
Responsible academic(s)*	Prof. Dr. Franziska Völckner
Key learning objectives / content	<ul style="list-style-type: none"><li>• Management of brands as assets.</li><li>• Discuss essential challenges managers face in building and managing strong brands.</li><li>• Elaborate on alternative branding strategies and how to manage brand portfolios.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercise</li></ul>
Term	Every second semester – summer semester (1 <sup>st</sup> term)
ECTS Credits	6
End-of-Module Examination	Written exam

\* Not necessarily the lecturer of the course.

# SpM Fundamentals: Customer Management

Key Facts	
Responsible academic(s)*	Prof. Dr. Werner Reinartz / Dr. Boas Bamberger
Key learning objectives / content	Customer Management <ul style="list-style-type: none"><li>Analyze and assess customer relationship management in corporate practice and in theory.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>Lecture</li><li>Exercise</li></ul>
Term	Every second semester – winter semester (CM: 2 <sup>nd</sup> term, 2023/24: 1 <sup>st</sup> term)
ECTS Credits	6
End-of-Module Examination	Written Exam

\* Not necessarily the lecturer of the course.



# SpM Fundamentals: Marketing Performance Management

Key Facts	
Responsible academic(s)*	Prof. Dr. Marc Fischer
Key learning objectives / content	Marketing Performance Management <ul style="list-style-type: none"><li>• Recognize and discuss the theoretical principles behind marketing performance management,</li><li>• Assess and compare the impact of marketing activities in order to quantify and evaluate them.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercise</li></ul>
Term	Every second semester – winter semester (MPM: 1 <sup>st</sup> term)
ECTS Credits	6
End-of-Module Examination	Written exam

\* Not necessarily the lecturer of the course.

# SpM Fundamentals: Digital Strategy and Marketing

Key Facts	
Responsible academic(s)*	Prof. Dr. Hernán Bruno
Key learning objectives / content	<ul style="list-style-type: none"><li>• Acquire the knowledge to understand the technological trends that are changing the operation of business, restructuring industries and enabling new business models,</li><li>• Critically evaluate the role of new media in business and society, with a focus on marketing and economic decisions,</li><li>• Assess the value of networks and platforms,</li><li>• Study strategies and tactics (also case studies) that create value in the digital age.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercise</li></ul>
Term	Every second semester – summer semester
ECTS Credits	6
End-of-Module Examination	Written exam

\* Not necessarily the lecturer of the course.

# Marketing in Specific Contexts I:

## a) Business Model Innovation and Entrepreneurship

Key Facts	
Responsible academic(s)*	Dr. Markus Pfeiffer (visiting lecturer)
Key learning objectives / content	<ul style="list-style-type: none"><li>• Gaining comprehensive overview of the basic concepts, theories, and methods in product innovation management and their practical application, especially in the context of digitization challenges.</li><li>• Critically examine innovation procedures in large organizations and contrast them with ways smaller organizations, i.e. startups, develop and test their new product developments.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercise</li></ul>
Term	Every second semester – summer semester
ECTS Credits	6
End-of-Module Examination	Oral examination (presentation)

\* Not necessarily the lecturer of the course.





# Marketing in Specific Contexts II:

## a) Retailing

Key Facts	
Responsible academic(s)*	Prof. Dr. Thomas Scholdra (starting winter semester 2023)
Key learning objectives / content	<ul style="list-style-type: none"><li>• Develop a profound understanding of current marketing strategies and activities in retail value chains,</li><li>• Appreciate the significance of the retail function and the retail sector and identify and evaluate current trends and best practice,</li><li>• Understand the impact of altered consumer behaviour and of technological advances on how the retail function is managed.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercise</li></ul>
Term	Every second semester – winter semester (1 <sup>st</sup> term)
ECTS Credits	6
End-of-Module Examination	Written exam

\* Not necessarily the lecturer of the course.

# Marketing in Specific Contexts II:

## b) Practical applications in retailing

Key Facts	
Responsible academic(s)*	Dr. Peter Linzbach (visiting lecturer)
Key learning objectives / content	<ul style="list-style-type: none"><li>• Give a brief academic introduction to each topic and provide international practical examples of leading retailers</li><li>• Interactive discussion in class which relies on the input from all participating students.</li><li>• Strong practice perspective</li></ul>
Teaching and learning methods	Lecture
Term	Every semester (first term)
ECTS Credits	6
End-of-Module Examination	Oral exam

\* Not necessarily the lecturer of the course.

# Marketing in Specific Contexts III: Services and Media Marketing

Key Facts	
Responsible academic(s)*	Prof. Dr. Marc Fischer
Key learning objectives / content	<ul style="list-style-type: none"><li>• Know the unique challenges with regard to the management of services versus physical products,</li><li>• Be able to develop and implement the organizational prerequisites for an effective services and media management,</li><li>• Know how to plan and implement the marketing mix for services and media products,</li><li>• Be able to identify and control for the critical success factors of films and print media products.</li></ul>
Teaching and learning methods	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercise</li></ul>
Term	Every second semester – summer semester (2 <sup>nd</sup> term)
ECTS Credits	6
End-of-Module Examination	Written exam

\* Not necessarily the lecturer of the course.

# Advanced Module

## Selected Issues in Marketing

Key Facts	
Responsible academic(s)*	Professors Franziska Völckner, Marc Fischer and Thomas Scholdra
Key learning objectives / content	<ul style="list-style-type: none"> <li>• Analyse and assess current marketing issues,</li> <li>• Develop and discuss marketing strategies and activities based on case studies/examples,</li> <li>• Derive recommendations for management action from the results.</li> <li>• Topics can be for example data analysis and visualization, consumer psychology/behavior, and pricing</li> </ul>
Teaching and learning methods	<ul style="list-style-type: none"> <li>• Research project</li> <li>• Colloquium</li> <li>• Lecture</li> <li>• Exercise</li> </ul>
Term	Irregular (see Marketing Area Website)
ECTS Credits	6
End-of-Module Examination	Different forms, depending on course

\* Not necessarily the lecturer of the course.

# Seminar Module

## Marketing Seminar

Key Facts	
Responsible academic(s)*	All professors of the Marketing Area
Key learning objectives / content	<ul style="list-style-type: none"> <li>• Independently complete an assignment as part of a team,</li> <li>• Independently analyze a current marketing issue, using the marketing knowledge that the students have acquired during the programme,</li> <li>• Present and explain the results in an oral presentation,</li> <li>• Engage in academic discourse,</li> <li>• Prepare for the master thesis.</li> <li>• Topics can be: Any of the 4 P's, Digital Marketing, Customer Relationship Management, Marketing Research Theory, ...</li> </ul>
Teaching and learning methods	Seminar
Term	Every semester
ECTS Credits	6
End-of-Module Examination	Combined examination: Presentation, term paper

\* Not necessarily the lecturer of the course.

# Seminar Module

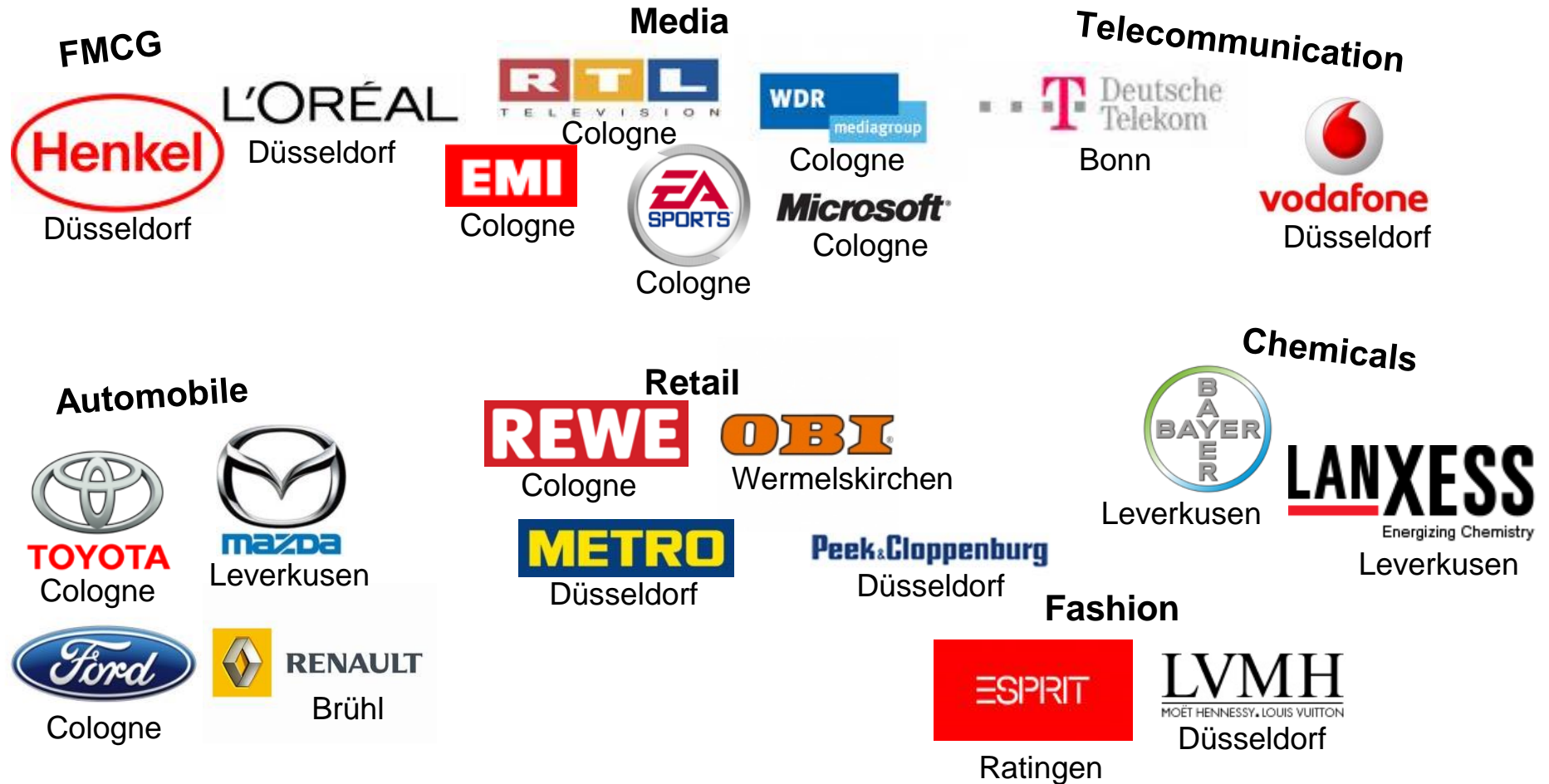
## Marketing Seminar

Winter Semester 24/25:

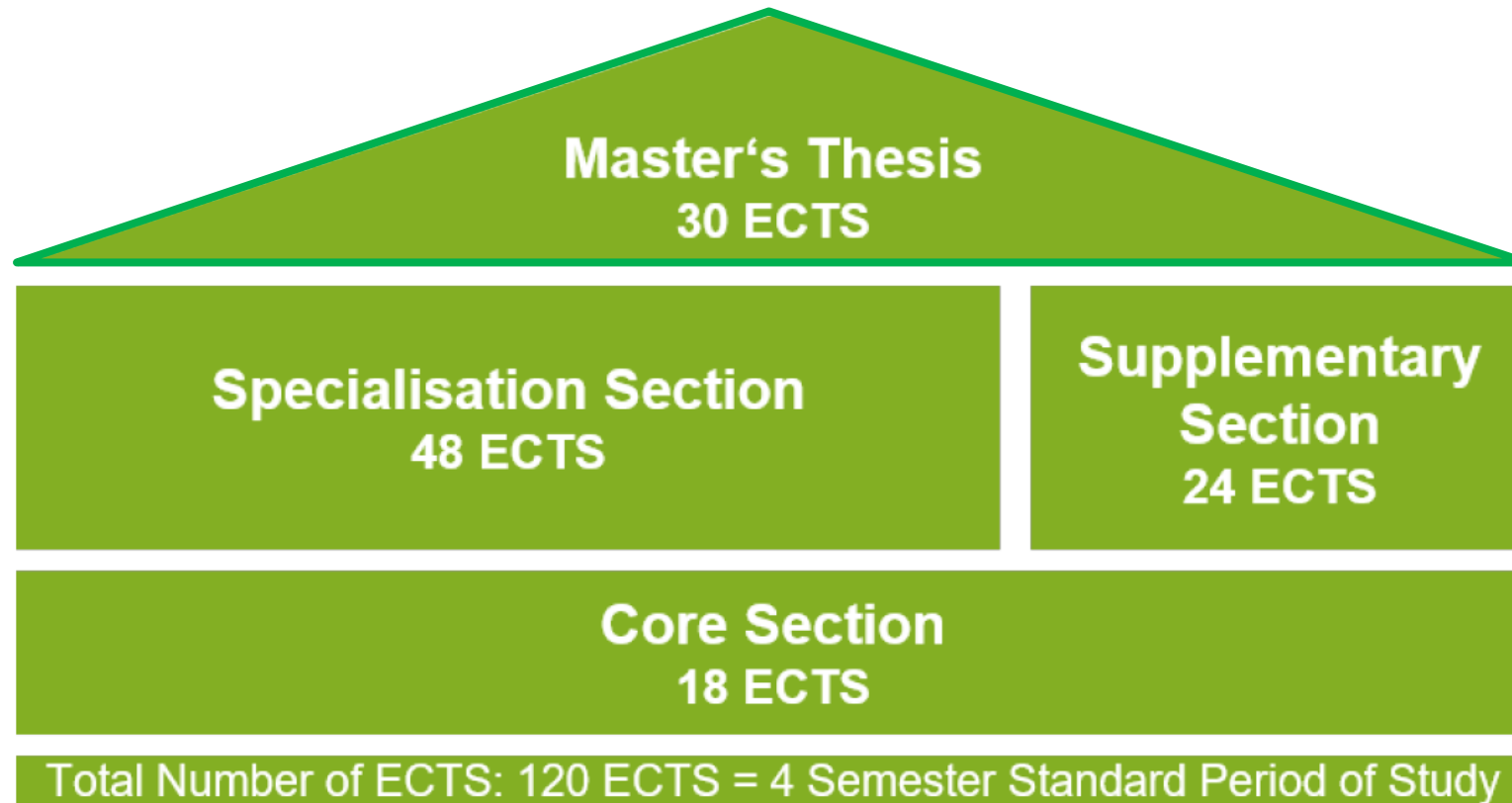
- » “Purpose-Driven Marketing” (Chair Prof. Dr. Fischer)
- » “Digital in an Offline World? – How “Going Digital” Affects Marketing” (Chair Prof. Dr. Reinartz)



# Cooperation Partners of the Marketing Area (selection)



# Study Program Major Marketing





# Master Thesis in Marketing

- » Usually in the 4th (sometimes 5<sup>th</sup>) semester of the master program
  - » Duration: 6 months
  - » Scope: 50 pages
  - » Master thesis topics are officially announced
    - » Topics are sometimes in cooperation with companies
    - » Students can suggest their own topics (with exposé)
- Empirical topics are preferred



# Sample Study Plan (*without stay abroad*)

M.Sc. Programme Business Administration – Marketing						
1. Semester	Applied Econometrics (Business Administration) CC 1289MBAEC1 6 CP	Core Module Management Skills* CC 1015MBMSK1 6 CP	Core / Advanced Module EC 6 CP	Specialisation Module – Basics (1/3) EC 6 CP	Specialisation Module – Basics (2/3) EC 6 CP	CP 30
2. Semester	Specialisation Module (1/2) EC 6 CP	Specialisation Module – Basics (3/3) EC 6 CP	Supplementary Module (1/4) EC 6 CP	Supplementary Module (2/4) EC 6 CP	Supplementary Module (3/4) EC 6 CP	CP 30
3. Semester	Specialisation Module (2/2) EC 6 CP	Specialisation Module Marketing Seminar CC 1266MSMSE1 6 CP	Specialisation Module – Basics Business Project CC 1266MSBPR1 12 CP		Supplementary Module (4/4) EC 6 CP	CP 30
4. Semester	Master Thesis Business Administration – Marketing CC 1015MMMAR1					CP 30
Sections	Core	Specialisation	Supplementary			
* The module can be taken from the first semester onwards, there are no subject-specific requirements. The module is offered every semester.						



# Sample Study Plan (*with stay abroad*)

M.Sc. Programme Business Administration – Marketing (with study abroad option)						
1. Semester	Applied Econometrics (Business Administration) CC 1289MBAEC1 6 CP	Core Module Management Skills* CC 1015MBMSK1 6 CP	Core Module EC 6 CP	Specialisation Module – Basics (1/3) EC 6 CP	Specialisation Module (1/2) EC 6 CP	CP 30
2. Semester	Specialisation Module Marketing Seminar CC 1266MSMSE1 6 CP	Specialisation Module – Grundlagen Business Project CC 1266MSBPR1 12 CP		Specialisation Module – Basics (2/3) EC 6 CP	Specialisation Module – Basics (3/3) EC 6 CP	CP 30
3. Semester semester abroad	Supplementary Section Studies Abroad EC 24 CP				Specialisation Module (2/2)** EC 6 CP	CP 30
4. Semester	Master Thesis Business Administration – Marketing CC 1015MMMAR1 30 CP					CP 30

Sections Core Specialisation Supplementary

- \* The module can be taken from the first semester onwards, there are no subject-specific requirements. The module is offered every semester.
- \*\* Individual crediting of successfully completed studies abroad modules is possible.



# Job Opportunities

- » Product management
  - » Market research
  - » Data science
  - » Digital marketing
  - » Sales management
  - » Customer Relationship Management
  - » Consulting
  - » Executive assistant
  - » Start-ups (why not start your own company?)
  - » Academic world (e.g., as a PhD student at the marketing area of the UoC)
- Don't forget the German „Mittelstand“ and family-owned businesses when applying for internships and first permanent employments.



# Famous Alumni of the WiSo Faculty



Jan Geldmacher  
President, Sprint Business  
Telekomunikation



Bernd Hoffmann  
Former CEO  
Hamburger SV



Heinrich Otto Deichmann  
Owner Deichmann Shoes



Dr. Michael Heise  
Chief Economist  
Allianz SE



Dr. Andreas Offermann  
Vorstand für Vertrieb,  
Marketing & Sales  
Bentley Motors



Josef Sanktjohanser  
President HDE,  
Owner of Petz REWE GmbH



Dr. Daniela Büchel  
Bereichsvorstand REWE



Dr. Reinhard Zinkann  
CEO  
Miele



# Student Talent Programs

## Circle of Excellence in Marketing



Circle of Excellence  
in Marketing

- Organized by the chair of Prof. Fischer in cooperation with marketing chairs from Münster and Berlin
- Participation in workshops of highly renowned companies
- Personal „career coaching“ by employees of the marketing chairs.
- More information on <https://circle-of-excellence-in-marketing.de/>

## ZMM+ Program



- Organized by the chair of Prof. Völckner in cooperation with Prof. Dr. Hendrik Sattler of the University Hamburg
- Ca. 4 events per year with highly top-class company representatives
- Contact ZMM Alumni
- More information on <https://zmm.uni-koeln.de/de/>



# More Information

- » **Website of the Marketing Area**

<http://www.marketing.uni-koeln.de/>

- » **Website of the WiSo Faculty**, information about M.Sc. Marketing

<https://www.wiso.uni-koeln.de/en/studies/master/master-business-administration/marketing/>

- » Website of the UoC Central Study Counselling

[https://verwaltung.uni-koeln.de/abteilung21/content/index\\_ger.html](https://verwaltung.uni-koeln.de/abteilung21/content/index_ger.html)



All the best for your start in  
Cologne!



Today's ideas.  
Tomorrow's impact.