

The Faculty of Management, Economics and Social Sciences, University of Cologne

Welcome meeting for the new students of the
Major Marketing*

Werner Reinartz

*Disclaimer: the information in this document is not legally binding



University of Cologne
Faculty of Management, Economics and Social Sciences



1



The value creation of marketing

2000

Coca-Cola

IBM



Disney



Microsoft



NOKIA

2019

amazon



Google

facebook

VISA

Microsoft

Alibaba.com

Tencent 腾讯



Kantar Millward Brown, BrandZ Ranking, Die Wertvollsten Marken 2019

WiSo-Studienberatungszentrum
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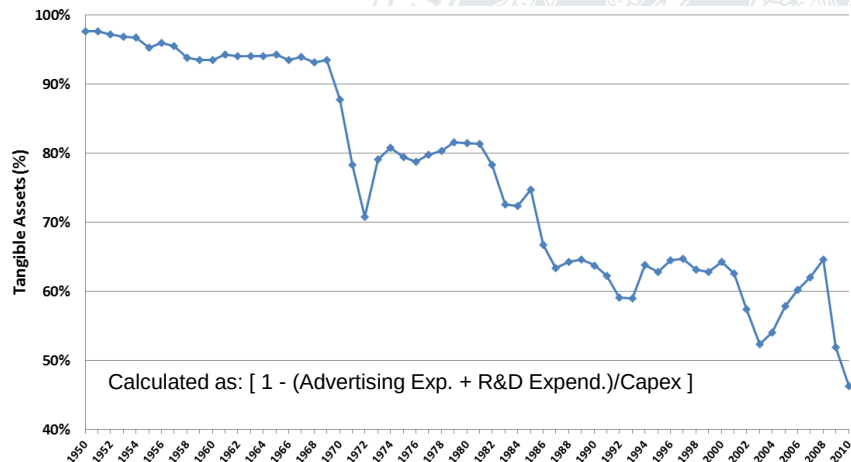
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Tangible Assets as a Percentage of Capital Expenditures (Non-financial businesses 1950-2010 in the US)



Source: WRDS, Wharton School

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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

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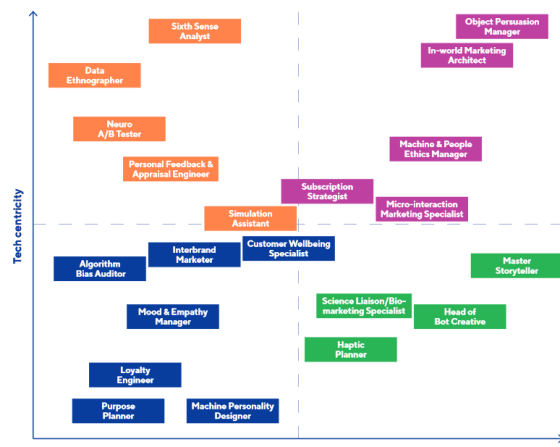
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21 future jobs in marketing

The 10-year journey



Source: Cognizant, April 2019; <https://www.cognizant.com/whitepapers/21-marketing-jobs-of-the-future-codex4428.pdf>

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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 und Market Research**

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



Chair for **Marketing und Market Research**

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

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The Professors of the Marketing Area (2)



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



Professor of **Marketing and Digital Environment**

- Prof. Dr. André Marchand
- Research areas: Online word of mouth, digital innovations, new media, video games



Assistant Professor of **Trade Fair Management and Marketing**

- Prof. Dr. Martin Paul Fritze
- Research areas: Consumer behavior, service marketing, digital innovations

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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



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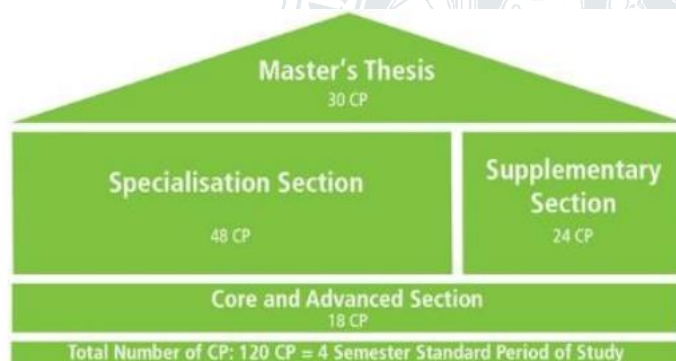
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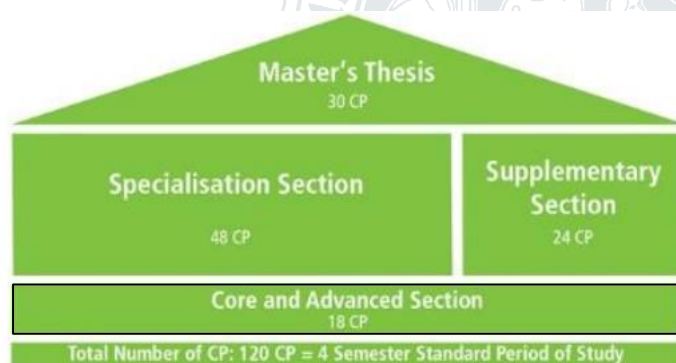
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Study Program Major Marketing: Core and Advanced Section

Gruppe	Modul	LP	P/ W	Soll LP	
Methodische Grundlagen Marketing	Basismodul Management Skills	6	P	6	18
	Basismodul Econometrics I	6	W	12	
	Basismodul Econometrics II	6	W		
	Basismodul Microeconomics	6	W		
	Schwerpunktmodul Advanced Statistics (Stochastic Processes)	6	W		
	Schwerpunktmodul Advanced Statistics (Statistical Inference)	6	W		
	Basismodul Experimental Methods	6	W		
	Basismodul Applied Econometrics	6	W		



Study Program Major Marketing: Core and Advanced Section

Management skills course offered by the Marketing Area:
Self-marketing in a digitized world

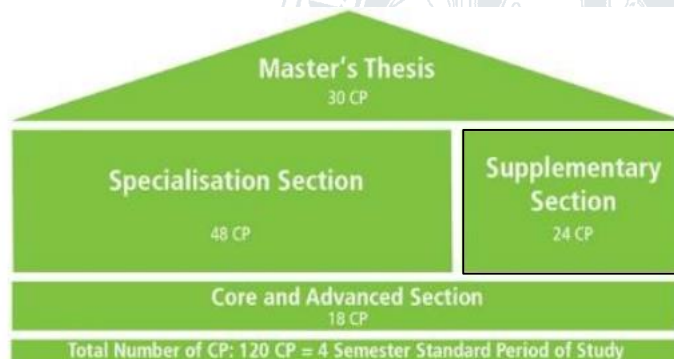
- **Topics:**
 - Social network usage for professional and private success
 - Online distraction and deep work
 - Resilience
 - Job interview and assessment center trainings
 - Presentation skills
- **Lecturer:** Dr. Alexander Edeling / Zeynep Karagür
- **When:** Each semester

One of many course offerings ...





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Study Program Major Marketing: Supplementary Section (Minor)



Group	Module	ECTS	CC/EC	Re-quired
Accounting and Taxation	Specialisation Module Corporate Taxation	12	EC	24
	Specialisation Module Operative and Strategic Controlling	12	EC	
	Specialisation Module International Accounting and Corporate Valuation	12	EC	
	Specialisation Module Selected Issues in Business Taxation I	6	EC	
	Specialisation Module Selected Issues in Business Taxation II	6	EC	
	Specialisation Module Value-Based Controlling	6	EC	
	Specialisation Module Selected Issues in Accounting and Auditing I	6	EC	
	Specialisation Module Research in Finance 1 (Research Track)	6	EC	24
Business Research	Specialisation Module Research in Finance 2 (Research Track)	6	EC	
	Specialisation Module Research on Organizations and Innovation (Research Track)	6	EC	
	Specialisation Module Research in Supply Chain Management (Research Track)	6	EC	
	Specialisation Module Research in Marketing (Research Track)	6	EC	
	Core Module Microeconomics I (Research Track)	6	EC	
	Core Module Microeconomics II (Research Track)	6	EC	
	Core Module Macroeconomics I (Research Track)	6	EC	
	Core Module Macroeconomics II (Research Track)	6	EC	
	Core Module Econometrics I (Research Track)	6	EC	
	Core Module Econometrics II (Research Track)	6	EC	
	Core Module Mathematics (Research Track)	6	EC	
	Core Module Methods (Research Track)	6	EC	
Controlling	Specialisation Module Operative and Strategic Controlling	12	EC	24
	Specialisation Module Value-Based Controlling	6	EC	
	Specialisation Module Selected Issues in Controlling	6	EC	
	Specialisation Module Selected Issues in Accounting	6	EC	
	Specialisation Module Finance 7	6	EC	

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Study Program Major Marketing: Supplementary Section (Minor)

Good
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Good
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Good
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Good
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Corporate Development	Specialisation Module Business Ethics	6	EC	Min. 12	24
	Specialisation Module Strategic Development	6	EC		
	Specialisation Module Strategic Human Resource Management	6	EC		
	Specialisation Module Strategic Management	6	EC		
	Specialisation Module Advanced Business Ethics	12	EC		
	Specialisation Module Organization Theory and Design	12	EC		
	Schwerpunktmodul Advanced Strategic Management	12	EC		
Economic Psychology	Supplementary Module Introduction to Economic Psychology	12	CC	24	
	Supplementary Module Consumer Behavior	6	EC		
	Supplementary Module Organizational Behavior	6	EC		
	Supplementary Module Behavioral Finance	6	EC		
	Supplementary Module Current Directions in Economic Psychology	6	EC		
Finance	Specialisation Module Financial Theory	12	EC	24	
	Specialisation Module Financial Institutions Management	12	EC		
	Specialisation Module Finance 1	6	EC		
	Specialisation Module Finance 2	6	EC		
	Specialisation Module Finance 5	6	EC		
	Specialisation Module Finance 6	6	EC		
	Specialisation Module Finance 7	6	EC		
	Specialisation Module Finance 8	6	EC		
	Specialisation Module Value-Based Management in Insurance	6	EC		
Media Management	Specialisation Module Media and Technology Management: Enterprises, Markets, and Strategies	6	EC	Min. 12	24
	Specialisation Module Media Economics	6	EC		
	Specialisation Module Media and Technology Management: Platforms, Information Goods and Infrastructure	6	EC	Max. 12	
	Specialization Module Media and Technology Management: Selected Issues	6	EC		
	Specialisation Module Media and Technology Management: Research and Publications	6	EC		
	Specialisation Module Media and Technology Management: Entrepreneurship / Project	6	EC		

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Study Program Major Marketing: Supplementary Section (Minor)

Good
fit

Good
fit

Great
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Statistics & Econometrics	Specialisation Module Time Series Analysis	6	EC	24	
	Specialisation Module Microeconomics	6	EC		
	Specialisation Module Bayesian Econometrics	6	EC		
	Specialisation Module Statistical Analysis of Financial Data	6	EC		
	Specialisation Module Advanced Statistics (Stochastic Processes)	6	EC		
	Specialisation Module Advanced Statistics (Statistical Inference)	6	EC		
	Specialisation Module Topics in Statistics A	6	EC		
	Specialisation Module Topics in Statistics B	6	EC		
	Specialisation Module Topics in Econometrics C	6	EC		
	Specialisation Module Seminar Statistics and Econometrics	6	EC		
	Specialisation Module Multivariate Statistics	6	EC		
	Specialisation Module Panel Data Analysis	6	EC		
	Core Module Econometrics I	6	EC		
	Core Module Econometrics II	6	EC		
Supply Chain Management	Specialisation Module Supply Chain Innovation	6	EC	24	
	Specialisation Module Project Management	6	EC		
	Specialisation Module Supply Chain Operations	12	EC		
	Specialisation Module Production Management	12	EC		
Studies Abroad	Studies Abroad I (Master)	12	CC	24	
	Studies Abroad II (Master)	12	CC		

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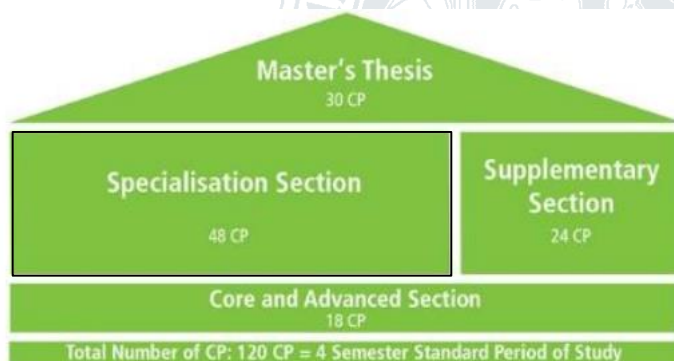
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Study Program Major Marketing: Specialization Section (Major)

Group	Module	ECTS Cred.	CC/ EC	Required ECTS
Foundation Knowledge	Specialisation Module Marketing I	6	EC	Min. 12
	Specialisation Module Marketing II	6	EC	
	Specialisation Module Marketing III	6	EC	
	Specialisation Module Marketing IV	6	EC	
Advanced/Elective Module	Specialisation Module Marketing V	12	EC	Max. 30
	Specialisation Module Marketing VI	12	EC	
	Specialisation Module Selected Issues in Marketing I	6	EC	
	Specialisation Module Selected Issues in Marketing II	6	EC	
	Specialisation Module Selected Issues in Marketing III	6	EC	
	Schwerpunktmodul Research in Marketing (Research Track)	6	EC	
	Specialisation Module Digital Transformation I	6	EC	
	Specialisation Module Digital Transformation II	6	EC	
	Specialisation Module Service Management*	6	EC	
	Specialisation Module Value-Based Controlling*	6	EC	
Seminars	Specialisation Module Marketing Seminar I	6	EC	Min. 6
	Specialisation Module Marketing Seminar II	6	EC	

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Specialization Module Marketing I: a) Business Model Innovation and Entrepreneurship



Key Facts	
Responsible academic(s)*	Dr. Markus Pfeiffer (visiting lecturer)
Key learning objectives / content	- 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. - Critically examine innovation procedures in large organizations and contrast them with ways smaller organizations, i.e. startups, develop and test their new product developments.
Teaching and learning methods	- Lecture - Exercise
Term	Every second semester – summer semester
ECTS Credits	6
End-of-Module Examination	Oral examination (presentation)

* Not necessarily the lecturer of the course.

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Specialization Module Marketing II: a) Retailing



Key Facts	
Responsible academic(s)*	Prof. Dr. Werner Reinartz / Prof. Partha Krishnamurthy, Ph.D.
Key learning objectives / content	- Develop a profound understanding of current marketing strategies and activities in retail value chains, - Appreciate the significance of the retail function and the retail sector and identify and evaluate current trends and best practice, - Understand the impact of altered consumer behaviour and of technological advances on how the retail function is managed.
Teaching and learning methods	- Lecture - Exercise
Term	Every second semester – winter semester (1 st term)
ECTS Credits	6
End-of-Module Examination	Online exam

* Not necessarily the lecturer of the course.

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Specialization Module Marketing II: b) Practical applications in retailing



Key Facts	
Responsible academic(s)*	Dr. Peter Linzbach (visiting lecturer)
Key learning objectives / content	• Give a brief academic introduction to each topic and provide international practical examples of leading retailers • Interactive discussion in class which relies on the input from all participating students. • Strong practice perspective
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.

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Specialization Module Marketing III: Services and Media Marketing



Key Facts	
Responsible academic(s)*	Prof. Dr. Marc Fischer
Key learning objectives / content	• Know the unique challenges with regard to the management of services versus physical products, • Be able to develop and implement the organizational prerequisites for an effective services and media management, • Know how to plan and implement the marketing mix for services and media products, • Be able to identify and control for the critical success factors of films and print media products.
Teaching and learning methods	• Lecture • Exercise
Term	Every second semester – summer semester (2 nd term)
ECTS Credits	6
End-of-Module Examination	Written exam

* Not necessarily the lecturer of the course.

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Specialization Module Marketing IV: Brand Management



Key Facts	
Responsible academic(s)*	Prof. Dr. Franziska Völckner
Key learning objectives / content	• Management of brands as assets. • Discuss essential challenges managers face in building and managing strong brands. • Elaborate on alternative branding strategies and how to manage brand portfolios.
Teaching and learning methods	• Lecture • Exercise
Term	Every second semester – summer semester (1 st term)
ECTS Credits	6
End-of-Module Examination	Written exam

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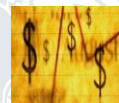
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Specialization Module Marketing V Marketing Performance Management (MPM)



Key Facts	
Responsible academic(s)*	Prof. Dr. Marc Fischer;
Key learning objectives / content	MPM • Recognize and discuss the theoretical principles behind marketing performance management, • Assess and compare the impact of marketing activities in order to quantify and evaluate them.
Teaching and learning methods	• Lecture • Exercise
Term	Every second semester – winter semester (MPM: 1 st term)
ECTS Credits	6
End-of-Module Examination	Online exam

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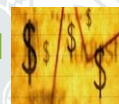
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Specialization Module Marketing VII

Customer Relationship Management (CRM)



Key Facts	
Responsible academic(s)*	Prof. Dr. Werner Reinartz
Key learning objectives / content	CRM Analyze and assess customer relationship management in corporate practice and in theory.
Teaching and learning methods	- Lecture - Exercise
Term	Every second semester – winter semester (CRM: 2 nd term)
ECTS Credits	6
End-of-Module Examination	Online exam

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Specialization Module Marketing VI:

Business Projects



Key Facts	
Responsible academic(s)*	Professors Franziska Völckner, Marc Fischer and Werner Reinartz
Key learning objectives / content	- Translate theoretical principles and methods into practice in practical assignments with company partners (e.g., L'Oréal, REWE, Ferrero have participated in the past) - Understand how analytical techniques and models are applied and transformed in real-life situations, - Present results and discuss them with other students and industry representatives, - Work in a team
Teaching and learning methods	- Research project - Colloquium - Lecture - Exercise
Term	Every semester
ECTS Credits	12
End-of-Module Examination	Combined examination: Presentation, term paper

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Specialization Module Selected Issues in Marketing I-III



Key Facts	
Responsible academic(s)*	Professors Franziska Völckner, Marc Fischer and Werner Reinartz
Key learning objectives / content	- Analyse and assess current marketing issues, - Develop and discuss marketing strategies and activities based on case studies/examples, - Derive recommendations for management action from the results. - Topics can be for example data analysis and visualization, consumer psychology/behavior, and pricing
Teaching and learning methods	- Research project - Colloquium - Lecture - Exercise
Term	Irregular (see Marketing Area Website)
ECTS Credits	6
End-of-Module Examination	Different forms, depending on course

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Specialization Module Digital Transformation I



- a) Value Creation in the Digital World
 b) Marketing of Digital Innovation

Key Facts	
Responsible academic(s)*	Prof. Dr. Hernan Bruno, Prof. Dr. André Marchand
Key learning objectives / content	- Acquire the knowledge to understand the technological trends that are changing the operation of business, restructuring industries and enabling new business models, - Critically evaluate the role of new media in business and society, with a focus on marketing and economic decisions, - Assess the value of networks and platforms, - Study strategies and tactics (also case studies) that create value in the digital age.
Teaching and learning methods	- Lecture - Exercise
Term	a) Summer semester; b) Winter semester
ECTS Credits	6
End-of-Module Examination	Online/written exam

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Specialization Module Service Management

Key Facts	
Responsible academic(s)*	Prof. Dr. Ludwig Kuntz (health management professor [not marketing])
Key learning objectives / content	• Discuss challenges specific to the service sector, • Analyse methods for strategic decision-making in the service sector, • Devise strategies for optimal management of service companies, • Assess the benefits of theoretical decision models as a means of overcoming conflicting objectives, • Apply methods and approaches to case studies, • Discuss selected empirical studies.
Teaching and learning methods	• Lecture • Exercise
Term	Every second semester – summer semester
ECTS Credits	6
End-of-Module Examination	Written test

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Specialization Module Value-Based Controlling

Key Facts	
Responsible academic(s)*	Prof. Dr. Carsten Homburg (controlling professor [not marketing])
Key learning objectives / content	• identify the disadvantages of traditional financial indicators. • assess capital market characteristics and their implications in terms of valuation. • apply investment calculus to business valuations. • distinguish between valuation techniques, especially with regard to the underlying assumptions. • draw up estimates for forecasting cash flow and profit and determining cost of capital.
Teaching and learning methods	• Lecture • Exercise
Term	Every second semester – summer semester
ECTS Credits	6
End-of-Module Examination	Written test

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Specialization Module Marketing Seminar I and II



Key Facts	
Responsible academic(s)*	All professors of the Marketing Area
Key learning objectives / content	- Independently complete an assignment as part of a team, - Independently analyze a current marketing issue, using the marketing knowledge that the students have acquired during the programme, - Present and explain the results in an oral presentation, - Engage in academic discourse, - Prepare for the master thesis. - Topics can be: Any of the 4 P's, Digital Marketing, Customer Relationship Management, Marketing Research Theory, ...
Teaching and learning methods	Seminar
Term	Every semester (Seminar I: Winter semester; Seminar II: Summer semester)
ECTS Credits	6
End-of-Module Examination	Combined examination: Online presentation, term paper

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Specialization Module Marketing Seminar

Example Winter Semester 20/21: „The Human-Machine Interface in Retailing“

Topic: Describe and structure the developments with respect to the human-machine interface in retailing. Derive challenges and opportunities and link it to other meaningful variables/measures.

- e.g. self scanning in supermarket, self check-in at airport/hotel, banking based on ever more self services, using of service-robots, depositing parcels in lockers, chatting with bots in self-help lines, ...
- understand the main effects of it along with the conditions and contingencies in order to give proper implementation advice to retailers that drives efficient (cost reduction) and effective (satisfied customers) outcomes.
- Combining conceptual reasoning and empirical application

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Cooperation Partners of the Marketing Area (selection)



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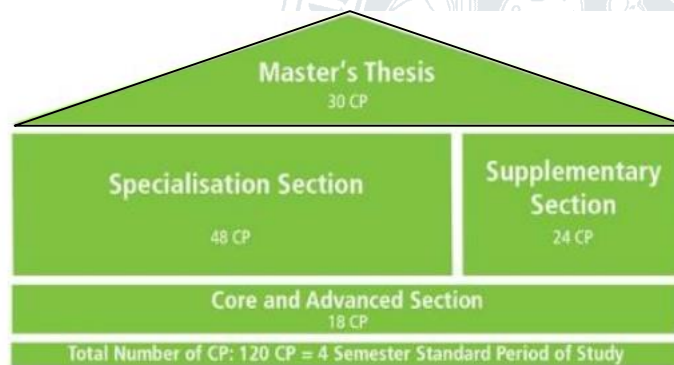
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Study Program Major Marketing



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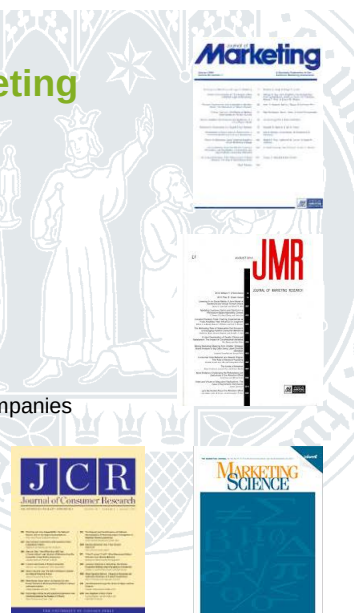
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Master Thesis in Marketing

- Usually in the 4th (sometimes 5th) 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



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Sample Study Plan (without stay abroad)

M.Sc. PROGRAMME BUSINESS ADMINISTRATION, MAJOR Marketing				
Term	EC/ CC	Module	Section	ECTS
1	EC	Core Module I	Core section	6
1	EC	Specialisation Module I	Specialisation section	12
1	EC	Specialisation Module II	Specialisation section	6
1	EC	Specialisation Module III	Specialisation section	6
				30
2	EC	Core Module II	Core section	6
2	EC	Specialisation Module IV	Specialisation section	6
2	CC	Specialisation Module Seminar	Specialisation section	6
2	EC	Supplementary Module I	Supplementary section	12
				30
3	CC	Core Module Management Skills	Core section	6
3	EC	Specialisation Module V	Specialisation section	12
3	EC	Supplementary Module II	Supplementary section	6
3	EC	Supplementary Module III	Supplementary section	6
				30
4	CC	Master's thesis Business Administration	Master's thesis	30
				30

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Sample Study Plan (with stay abroad)

M.Sc. PROGRAMME IN BUSINESS ADMINISTRATION, MAJOR in Marketing (Studies Abroad included)				
Term	EC/ CC	Module	Section	ECTS
1	EC	Core Module I	Core section	6
1	EC	Specialisation Module I	Specialisation section	12
1	EC	Specialisation Module II	Specialisation section	6
1	EC	Specialisation Module III	Specialisation section	6
				30
2	EC	Core Module II	Core section	6
2	CC	Core Module Management Skills	Core section	6
2	EC	Specialisation Module IV	Specialisation section	6
2	EC	Specialisation Module V	Specialisation section	6
2	CC	Specialisation Module Seminar	Specialisation section	6
Studies Abroad				30
3	EC	Specialisation Module VI	Specialisation section	6
3	EC	Supplementary Module Studies Abroad I	Supplementary section	12
3	EC	Supplementary Module Studies Abroad II	Supplementary section	12
				30
4	CC	Master's thesis Business Administration	Master's thesis	30
				30

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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.



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Famous Alumni of the WiSo Faculty



Jan Geldmacher
President, Sprint Business
Telekommunikation



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

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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 www.circle-of-excellence-marketing.de/

ZMM+ Program



Wissenschaftliches Zentrum für Markenmanagement und Marketing

- 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 www.zmm-online.de/

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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

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All the best for your start in Cologne!



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