

Practice

INTENSIVE: NEW SERIES OF TALKS AT MARKETING CLUB

With around 400 members, the Augsburg Marketing Club is the largest business club in the region. Since 1978, marketing experts have been meeting regularly to share their experiences and discuss current issues. When **Florian Möckel**, president of the club, and **Matthias Riedle**, member of the executive board, spoke to marketing professors Dr. Gerhard Riegl and Dr. Manfred Uhl, as well as Dr. Bernd Dornach from UniMarketing about how to improve the popular event programme, they quickly came up with an idea. Together they planned a new series of talks called "Intensive marketing". The aim was to give a brief academic overview, or in other words a crash course, explaining marketing concepts and trends across different sectors. The series of talks met with great interest with around 70 guests coming to the university for each of the talks.

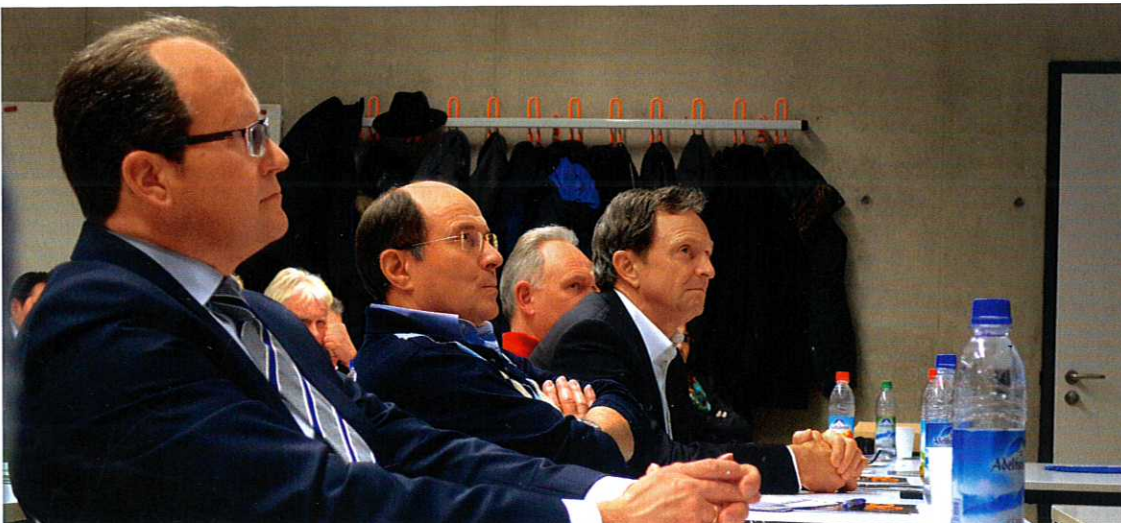
The three speakers deliberately spoke provocatively about their relevant topics. During the first presentation, Prof. Dr. Gerhard Riegl asked the audience if marketing has now become a "dirty word", stating that many elements from the classical field of marketing are now outdated. Findings from the

fields of neuromarketing and behaviour economics show that people often base their decisions on emotions. Therefore, he believes that humanity is of great significance and that push marketing is no longer effective. Customer participation has now become a key success factor. During his talk, Dr. Bernd Dornach spoke about a "marketing renaissance". He said that seeing the customer at the forefront of business is not a new phenomenon. He criticised a lack of customer orientation and the fact that some companies focus solely on online marketing. He spoke in favour of a clever combination of both online and offline measures. According to Dr. Dornach, we should not lose

sight of common management tools and clear strategies. Prof. Dr. Manfred Uhl spoke about a longstanding issue of debate in marketing management. In his presentation "Brands are dead. Long live brands!", he highlighted how digitalisation and current trends in media usage have led to considerable changes in brand communication. He mentioned that brands are becoming increasingly similar to media, but that the fundamental principles of brand management and a clear brand identity are still as important as ever when it comes to the distinguishing characteristics and benefits of brands.

Information: Prof. Dr. Uhl

Dr. Bernd Dornach,
Ursula Brandhorst,
Prof. Dr. Manfred Uhl,
Prof. Dr. Gerhard Riegl,
Florian Möckel and
Matthias Riedle (fr. l.)



Marketing experts from local companies visiting the Faculty of Business