

GET IN TOUCH – GET INFORMED – AND GET INVOLVED WITH IRCA & MARKETING CLUB SCHLESWIG HOLSTEIN

21.5.2016 (Sa), ALSION, M306

11:30 -12:15 Marketing concept of city Flensburg (Timo Klass, Hans Dethleffsen)

Based on the slogan "Flensburg – Between Heaven and Fjord" a unique city project was set up. The lecture gives an insight into the organization and coordination of this rich and diverse multimedia campaign and describes the people and ideas behind this successful concept.

12:15 – 13:00 Controversial commercial - The underestimated relevance of speech melody in TV and radio adverts (Prof. Oliver Niebuhr)

Speech melody is almost never explicitly taken into account as an independent factor for the success of commercials produced for television and radio. Equally rare are phonetic studies at the intersection of speech melody and marketing. This is all the more surprising as speech melody is an effective and at the same time subtle instrument to make potential customers remember the product and shape their attitudes and emotions towards it. Focusing on German, the presentation gives a general overview of the communicative functions and meanings of speech melody and shows examples for the proper and improper (improvable) use of speech melody in real TV and radio adverts.

13:00 – 14:30 Break / Lunch

14:30 – 15:15 Are Entrepreneurs Born or Made? (Prof. Silke Tegtmeier)

This is an everlasting question: Are entrepreneurs a rare species, born into this world with a drive for taking initiative and risks as well as a need for achievement that most human beings lack? Or can they be created through education, experience and mentorship? Does an entrepreneur have to be a charismatic leader, such as the exceptional entrepreneur Steve Jobs? This presentation looks at these myths in entrepreneurship and will shed some light on this debate. It will also introduce the audience to the effectuation approach that can be relevant for everyone's decision-taking in entrepreneurship. Effectuation is currently intensively discussed in entrepreneurship research and practice and it is based on the assumption that everybody can be an entrepreneur.

15:15 – 16:00 Customer Relationship Management: Examples from the German Mechanical-Engineering Industry (Prof. Susanne Gretzinger)

Mechanical engineering is a sector that has a major impact on the innovation processes of associated industries. Analyses of the relationships between machine-producing companies and their customers show that the key benefits of these relationships boil down to generating strategic competitive advantages. The relationships go, in many cases, well beyond meeting immediate customer needs. Often, strategically relevant resources are co-developed in an innovative and creative partnership. The aim of the presentation is to shed some light on the interaction patterns between mechanical engineering companies and their customers and deduce from these patterns recommendations for professionals.

16:00 – 16:30 Sydbank - A Danish bank in Germany (Ludwig Allkemper)

The fact that Danish companies are active in the German market, is certainly not new. However, it is certainly interesting to learn how a Danish company is positioned in the German market. The lecture gives us insight into the strategic direction and marketing activities of Danish Sydbank in the German market.

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Please note that all lectures will be in German!

