

Tom Sieber

**Grundlagen und instrumentelle
Ausgestaltung des operativen
Marketingcontrollings**

Diplomarbeit

Grundlagen Und Instrumentelle Ausgestaltung Des Operativen Marketingcontrollings Beispiel Automobilindustrie German Edition

Tom Sieber



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Grundlagen und instrumentelle Ausgestaltung des operativen Marketingcontrollings Tom Sieber, 2005-03-29

Inhaltsangabe Gang der Untersuchung ber Jahrzehnte hinweg wurden Marketing und Vertrieb als das Anhängsel einer gut funktionierenden Produktionsmaschine betrachtet denen lediglich die Aufgabe zukam die produzierten Güter im Markt abzusetzen Veränderungen im betrieblichen und marktlichen Umfeld haben diese Sichtweise jedoch umgekehrt Marketing und Vertrieb gelten nun als die eigentlichen Träger der Zukunftssicherung einer Unternehmung Obgleich in der unternehmerischen Praxis in den letzten Jahren zahlreiche Maßnahmen zur Effizienzsteigerung durchgeführt wurden konnte sich das Marketing diesem bislang mit Verweis auf seine Bedeutung und seine Besonderheiten entziehen Zunehmende Dynamik und Komplexität der Unternehmungsumwelt erfordern aber auch vom Marketing Management eine effizientere Koordination der Aktivitäten und auch ein Blick auf die im Marketingbereich eingesetzten Mittel weckt das Bedürfnis nach Effizienzorientierung im Marketing Für eine derartige Steuerungsfunktion wäre das Controlling gut geeignet Es stellt sich die Frage Wird das Controlling seiner Aufgabe gerecht Controller haben in der Vergangenheit um Marketing eher einen großen Bogen gemacht als sich in diesem Bereich sehr wohl gefühlt Zudem liegt ihr Fokus auf internen Prozessen dort schwerpunktmäßig auf der Produktion Die Markt und Kundenseite wird Marketing und Vertrieb berlassen Parallel dazu wird dem Marketing vorgeworfen eine erfolgsbezogene Effizienzbetrachtung rücke aufgrund der ausgeprägten Ausenorientierung zu sehr in den Hintergrund Meist auch in der Praxis organisatorisch voneinander getrennt entsteht folglich der Eindruck Marketing als Führung vom Markt her und Controlling als Führung vom Ergebnis her seien grundsätzlich miteinander unvereinbar und wiesen vollstündig unterschiedliche Betrachtungsperspektiven auf Die Einrichtung einer spezialisierten Controllingfunktion für das Marketing könnte insofern gute Dienste leisten Tatsächlich führten Spezialisierungen in der Wissenschaft dazu spezifische Controllingansätze für ausgewählte Leistungsbereiche zu entwickeln und auszubauen Das Absatz bzw Marketingcontrolling stellt eine solche Spezifizierung dar Im empirischen Vergleich lässt sich zeigen dass im Absatzbereich deutlich häufiger als in anderen Unternehmungsbereichen ein funktionsspezifisches Controlling eingerichtet wurde Als Begründung dafür mag die besondere Bedeutung des Absatzbereiches für den Unternehmungserfolg gelten der

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