



Marketing-Controlling - GAP-Analyse und Auswertung bei Dienstleistung (German Edition)

Christian Fähnrich

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Controlling, Note: 1,8, Hochschule Koblenz (Fachbereich Betriebswirtschaft), 7 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im Rahmen des wachsenden internationalen Konkurrenzdrucks geschieht es immer häufiger, dass die Kunden den größten Engpass in einem Unternehmen darstellen. Dies hat zur Folge, dass der Effizienz- und Wirtschaftlichkeitssicherung im Marketing eine zunehmend größere Bedeutung zukommt. Dies resultiert in einer zunehmend wichtigeren Rolle des Marketing-Controllings innerhalb von Unternehmen. Gegenstand dieser Arbeit ist die Darstellung des Marketing-Controllings in organisatorischer und aufgabentechnischer Hinsicht. Die Wirkungsweise des Marketing-Controllings, wird anhand eines praktischen Beispiels, mit einer GAP-Analyse im Dienstleistungsbereich, dargestellt.

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