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Denny Reising

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Fachhochschule Braunschweig / Wolfenbüttel; Standort Wolfenbüttel (Medien- Sport und Tourismusmanagement), Veranstaltung: Multimedia im Unternehmen, Sprache: Deutsch, Abstract: Unternehmen im E-Commerce, die externe Geschäftsaktivitäten über das Internet durchführen, erfuhren nach einem rasanten Wachstum und einer enormen Medienpräsenz bis zum Jahr 2000, dass das Internet Business Chancen, aber auch Risiken mit sich bringt. Die seit fast zwei Jahren anhaltende „Marktkonsolidierung“ lässt viele Start Ups vom Markt verschwinden, traditionelle Unternehmen beteiligen sich an der New Economy und zahlreiche freigesetzte Mitarbeiter, die noch kürzlich von flachen Hierarchien schwärmten, kehren in die Old-Economy zu etablierten Arbeitgebern zurück. Unternehmen und Investoren gehen derzeit wesentlich vorsichtiger mit dem Neuen Medium um, die grossen Wachstumsausssichten, die sich in vielen Fällen als Traumschlösser erwiesen, prognostiziert heute niemand mehr.
Die passende Marketing Strategie und der effiziente Umgang mit dem Kunden sind gefragter denn je.

Die vorliegende Arbeit soll einen Einblick geben, was das Charakteristische am Marketing im Internet darstellt, welche Werbeformen sich herauskristallisieren und wie die Werbewirkung gemessen wird. Ausserdem soll auf Kundenbindungsmanagement (CRM) im Unternehmen eingegangen werden, das durch die beschriebenen Zurückhaltung und Verunsicherung den Kunden mit den richtigen Mitteln wieder vertrauen geben soll. Möglichkeiten, die die Informationstechnologie für das CRM bietet, werden dabei ebenfalls erläutert.
Eine kritische Schlussbetrachtung soll am Ende das Zusammengefasste in einen Ausblick mit Anregungen für die Praxis münden lassen.
[...]

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