

## Abstract

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The aim of this research is to investigate the influencing factors of price and product policy interdependencies on a standardised marketing mix management approach within the German foundry industry. The analysis of knowledge of marketing mix management and its processes shows that these, despite their benefits, are lacking and have not yet reached marketers' acceptance despite their proven usefulness (Kotler, 2009). Scientific discussion is still far from reaching a common agreement on a theoretical model for the management of price and product interdependencies within a standardised marketing mix management approach. Based on a literature review of past empirical work, the author derived factors influencing standardised marketing mix management, discussed their applicability in the case of the German foundry industry and developed a model for standardising the marketing mix management and its price and product policy interdependencies.

Based on the constructivist interpretivist approach, the author used a mono-method qualitative approach for the conduct of this research. In this, twelve semi-standardised in-depth interviews were carried out with marketing mix managers of the German foundry industry. The interview guide was developed on the basis of the issues identified in the literature review. The analysis of these interview transcripts delivered different segments of texts which were categorised into the factors influencing standardised marketing mix management. Based on these factors, a practitioner's checklist for successfully managing a standardised marketing mix management approach was conceptualised.

In sum, the results show that the application of a practitioner's checklist is vitally important for standardising a marketing mix management approach. In other words, the application of such a checklist acknowledges attention to each step of the proposed standardised marketing mix, which typically is carried out in a rather complex external and internal environment. The analysis of marketing mix management factors further revealed that they have to be implemented under the review of the general management. Most importantly, change management has to be implemented for taking corrective actions and minimising deviations from set standards. In this, it is helpful if subject matter experts from other departments assist in the implementation of this stage.

On the basis of the practitioner's checklist, the author developed recommendations for its application within the German foundry industry, considering its environment and individual objectives. Summing up, this research met all relevant research objectives and provided a contribution to knowledge which is highly relevant from a practitioner's as well as from an academic point of view.