

Generative Artificial Intelligence in Marketing: A Theoretical Perspective on Modern Marketing Processes

*Cedric Bartelt*¹

[M. Runia, P., Wahl, F., Geyer, O. & Thewissen, C. (2019). *Marketing: Prozess- und praxisorientierte Grundlagen*. Berlin, Boston : De Gruyter Oldenbourg. DOI: <https://doi.org/10.1515/9783110584677>]

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“Marketing: Prozess- und praxisorientierte Grundlagen” by Runia, Wahl, Geyer, and Thewissen (2019) offers a comprehensive exploration of marketing from both theoretical and practical perspectives in seven chapters and spans 406 pages. The textbook begins with foundational marketing concepts and theories, progressing to detailed analyses of market environments, consumer behavior, and competitive landscapes. It then outlines corporate and marketing strategies, delving into systematic approaches such as segmentation, targeting, and positioning, alongside discussions on product development, pricing, distribution, and communication strategies. The latter sections of the book concentrate on the practical application of these strategies in real-world contexts, emphasizing the significance of integrated and cross-media communication in contemporary marketing. The text concludes with comprehensive sections on marketing control and planning, ensuring that strategies are effectively implemented and adapted

¹ BARTELT Cedric
(<https://orcid.org/0009-0008-6309-4522>)

¹ University of Sopron István Széchenyi Economics and Management Doctoral School, Hungary

² FOM University of Applied Science for Economics and Management, Essen, Germany
(iiork@uni-sopron.hu)

to meet evolving market demands. This makes it an essential resource for both students and practitioners in the field of marketing.

From an academic perspective, a comparison with the works of Meffert, Burmann, Kirchgeorg, and Eisenbeiß (2019), Bruhn (2019), and Kotler (2023) can be used to assess the academic value of this textbook. Unlike Meffert et al. who focus on the development of digital marketing, including topics such as big data and the customer journey, Runia et al. place more emphasis on process- and practice-oriented marketing fundamentals. While both works recognize the importance of digitalization, Meffert et al. provide a more detailed examination of digital transformation, particularly in terms of customer relationships and communications. Bruhn's work, known for its focus on interactive communication tools, addresses marketing fundamentals with a practice-oriented approach, while Kotler combines classic marketing concepts with the challenges posed by globalization, technology and social responsibility through a broader, multidisciplinary lens. Meffert's exploration is deeply analytical, often integrating case studies that illustrate the practical implementation of digital strategies in business environments. In contrast, Runia et al. approach is more holistic, aiming to provide readers with a solid grounding in marketing principles that underpin both traditional and digital marketing arenas. While Kotler's text is also broad, it is distinguished by the inclusion of contemporary issues such as sustainability and ethical marketing, which are less emphasized in Runia's more traditional structure. This makes Kotler's work particularly relevant in a globalized market context, offering insights into how marketing practices can be responsibly adapted in different cultural settings.

In their work, Runia et al. address integrative communication concepts such as integrated communication and cross-media communication, which are important for application in corporate practice, especially in the context of generative artificial intelligence. Integrated communication, which aims at a consistent implementation of the communication strategy through the content-related, formal, and temporal coordination of all communication instruments (Runia, P. et al., 2019), is indispensable for companies in the age of artificial intelligence. It enables thematic consistency across different channels, which is essential for AI-based communication tools such as chatbots or automated social media campaigns (Enshassi, M. et al., 2024). Cross-media communication, in which different media are linked to achieve communicative added value (Runia, P. et al., 2019), can be optimized using generative artificial intelligence (Mutoffar, M. M. et

al., 2023). From a practical perspective, AI technologies can help to make the selection and coordination of different media more efficient, for example by using data analysis to determine optimal publication times or to personalize content (Chukwudi, C. et al., 2023). A practical example would be the use of generative artificial intelligence to analyze customer interactions on coherent platforms to ensure seamless and cross-platform customer communication (Chen, B. et al., 2023; Feuerriegel, S. et al., 2023; Kshetri, N. et al., 2023). Based on this, a medium-sized company could provide detailed information about products or services and personalized offers across all platforms.

“Marketing: Prozess- und praxisorientierte Grundlagen” is an essential resource for both aspiring marketers and experienced professionals. The textbook systematically covers the breadth of marketing fundamentals and delves into complex marketing strategies that are essential in the digital age. This comprehensive coverage makes it an essential addition to both academic and professional reference libraries. Unlike other texts that focus on either theoretical foundations or practical applications, Runia et al. offer a balanced perspective in the marketing literature. The book provides readers with a solid framework for understanding and implementing effective marketing tactics through its structured approach to explaining core marketing principles, along with detailed explorations of market analysis, strategy formulation, and the use of marketing tools. In addition, the book provides a solid foundation for linking the integration of traditional marketing strategies with the use of digital marketing tools and artificial intelligence. The emphasis on integrated and cross-media communication strategies is particularly relevant in today’s fragmented media landscape, where marketers are challenged to maintain a coherent message across multiple platforms. For those interested in a more profound understanding of how marketing theory can be applied in real-world scenarios, especially in the context of digital transformation and AI, this textbook provides both foundational knowledge and advanced insights. It serves not only as an academic textbook, but also as a practical guide for implementing complex marketing strategies in diverse market environments.

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