

## Project Seminar Summer 2023 in cooperation with Deichmann SE

- Institute:** Chair of Marketing Management, Prof. Dr. Manfred Krafft
- Contact persons:** Dipl.-Kffr. Janina Wiebringhaus, [j.wiebringhaus@uni-muenster.de](mailto:j.wiebringhaus@uni-muenster.de)
- Type of lecture:** Seminar Marketing, Major Marketing
- Language:** English
- Content:** The objective of the project seminar is to work on a current, relevant business problem, in cooperation with the well-known German retailer **Deichmann SE** (Deichmann, Snipes, RackRoomShoes and many more, see: <https://corpsite.deichmann.com/>). Deichmann is currently active in 31 countries. In close collaboration with Alexander Bellin, member of the board of directors at Deichmann SE and former Chief Revenue Officer at ABOUT YOU, you will work on solutions for these real-life challenges. These cover multiple offline and online retailing questions. At the end of the project seminar, you will present your solutions in front of company representatives as well as your university mentors. Tasks will cover topics such as E-Commerce, Branding, Communication, Shopper/Trade Marketing and Sustainability.
- Procedure:** The business problems will be presented to you by company representatives in the kick-off meeting. During the first weeks, you will review relevant literature, scientifically substantiate your approach, and work out your project plan which you document in a concept paper and present in the interim presentation. You will apply quantitative and/or qualitative methods to address focal issues regarding. You will write a final seminar paper and present your results on the last day of the course.

### Schedule 2023 (final dates to be defined):

- 1) Kick-off meeting:** Beginning of April  
Company presentation, presentation of the business case, assignment of groups and topics  
Location: presence (Münster) or Zoom
- 2) Interim presentation:** Mid of May  
Presentations, feedback  
Location: presence (Münster)
- 3) Final presentation:** Beginning of July  
Presentations and final feedback  
Location: presence (Deichmann headquarter in Essen)

### Required performances and grading:

Concept paper (approx. 7 pages in group work)	15 %	
Project paper (approx. 25 pages in group work)	35 %	
Interim presentation (15min + 10 min discussion)	20 %	
Final presentation (25min + 10min discussion)	30 %	of the final grade.

Please note: Attending the interim and final presentations is mandatory to pass the seminar. As this seminar is a close cooperation with (top) managers, be aware that the schedule of this project class might still change before the seminar starts.



### **Learning objectives**

The main objective of this seminar is to apply your knowledge to practical issues. The seminar is intended to help develop your academic writing and argumentation skills as well as your presentation and communication skills. After participating in this seminar, you are better able to address and develop solutions for relevant business problems.

### **Organizational issues**

This seminar is restricted to 20 Marketing students who will work in groups. High interest in Marketing topics focusing especially retail challenges is prerequisite to take this course. For specific questions, please contact Janina Wiebringhaus ([j.wiebringhaus@uni-muenster.de](mailto:j.wiebringhaus@uni-muenster.de)).