

In Winter 2017/2018 the Institute of Marketing offers a

Skiseminar on Sports Marketing and Value Creating Sales

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In this seminar, students will deal with current issues and challenges in

- Sports Marketing and
- Value-Creating Sales.

The seminar will be organized in two tracks regarding the two main topics. Seminar topics will be assigned through a priority vote via e.g. doodle.

The face of sport has changed radically over the last decades. What was once just a local Saturday afternoon activity for both participants and spectators now takes place on any night of the week, and can be intrastate or interstate, with the fan experience live or mediated. In increasing numbers, supporters are demonstrating their allegiance to sport via the merchandise they buy, the literature they read and the television they watch. Nowadays, sport is a multifaceted, multimedia industry, with growing appeal to an ever-increasing number of stakeholders and supporters. What was once a clearly defined, stable activity is now a highly complex, constantly changing industry.¹

On account of those changes sport has evolved into a multi-million euro business. In the last days nearly everyone was shocked and somehow overwhelmed by the startling transfer of the soccer player Neymar, who left FC Barcelona for the astonishing amount of € 222,000,000 and signed a new contract at Paris Saint Germain. Experts say, that it could be a profitable investment as Neymar attracts a huge amount of new fans for Paris Saint Germain. Together with those developments marketing plays an increasingly important role in sports.

Exemplary topics are:

- The influence of athlete's negative affairs on customers attitude toward the sponsor.
- Is every fan a customer and every customer a fan? – Implications for sports clubs' CRM.

¹Source: Shilbury/Quick/Westerbeek (2003): Strategic Sport Marketing, p. viii

To cope with international competitive pressure and technological developments, manufacturing companies have started to abandon product-centered business models and to migrate to value-creating business models. In value-creating business models suppliers proactively commit to improving customers' value-in-use – that is, they advise customers how to achieve value-in-use, they directly generate value-in-use in customers' processes, and even guarantee value-in-use to customers.

The industrial sales force is crucial to firms' successful migration to value-creating business models and is confronted with substantial challenges. To date, however, marketing and sales research is surprisingly silent on the issue how to implement value-creating business models in the sales function. The implementation of value-creating business models in the sales function is defined as value-creating sales.

Exemplary topics are:

- How should the sales force be organized for value-creating sales?
- With which strategies should the sales force approach customers in value-creating sales?
- How should the supplier–customer interface be designed to support value-creating sales?
- How should value-creating sales be coordinated with other organizational departments?



The seminar consists of two **mandatory** parts.

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| 1. Writing a term paper (15 pages +/- 10%) | 70% of the final grade |
| 2. Presentation and discussion of the term paper | 30% of the final grade |

The handling time for writing the term paper will be approximately 10 weeks. Both parts have to be passed separately to get the final grade. Students who pass this seminar will receive **12 credit points** in the Marketing Major.



All dates presented here are provisionally.

Hand-out date (topic of the term paper):

December 15th, 2017

Due date (term paper):

March 5th, 2018 (noon)

Due date (presentation):

March 8th, 2018 (noon)

Presentation and discussion:

March 10th – 17th, 2018

**Participation is possible for
students being a semester
abroad in WS 17/18!**



Skiing enthusiasm is mandatory – experience not!

- The presentation and discussion will take place during an excursion to the Alps.
- We will rent a ski lodge for the week of the presentations.
- Presentations will be held in the evenings. During the day, we will have time to hit the ski slope.
- Applications are to be made via the general MCM application process for seminars. Students will be selected based on their grades and CV. Applications via the MCM application process are only taken into account when we receive a partial payment of 100€ not later than 7 days after sending out the letters of acceptance. Herein you will find the corresponding bank account.
- Thereafter, a legally valid registration at the examination office is mandatory.
- We aim at limiting the contribution of each participant for the excursion to an amount of 200€. This fee does not include the skiing pass and skiing material.
- Skiing lessons can be taken on one's own account.
- The seminar requires a minimum participation of twelve students and is restricted to maximum 18 students.



In case of any questions please do not hesitate to contact us.



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