

**Seminar Marketing:**  
**Marketing Analytics:**  
**A Practical Perspective on the Measurement of Marketing Performance**

Prof. Dr. Thorsten Hennig-Thurau  
Dr. Christian Böing, CEO STRATO AG

**Content**

CpV, CpO, channel ROI, SEO, LTV trackings – in a data-driven environment, today's marketers are wading through a jungle of marketing KPIs and analytic tools. In view of that, the seminar focuses on the possibilities and challenges of measuring marketing performance. It will provide a comprehensive overview of various metrics and techniques, and will critically examine their application in the marketing discipline.

[Dr. Christian Böing](#), CEO STRATO AG, will be visiting Muenster to give practical insights on contemporary marketing analytics and will shed light on STRATO's KPI-driven marketing strategy. STRATO is one of the largest hosting companies around the world, offering products that range from domains, email and homepage packages, online storage to servers.

Seminar topics include KPI-driven product management, analyzing the performance of communication channels (above-the-line measures, website management, SEA/SEO, PR and social media), measuring and steering direct sales performance, evaluating CRM, assessing pricing strategies, and implementing company transformation processes.

In groups of three, the participants will work on actual business issues that STRATO is dealing with and are able to discuss their solutions with the CEO.

**Seminar Examination**

The seminar consists of three mandatory parts:

- a. Presentation of case study solution (30 minutes) and discussion (40 % of the final grade)
- b. Active participation in lectures and discussions (10 % of the final grade, individual performance)
- c. Written case study elaboration (50 % of the final grade, 30 pages, either evaluated as overall group performance or optionally as individual partial performances)

All three parts must be passed separately to successfully pass the seminar.

## Organizational Issues

Please apply for the seminar via the general MCM application process for seminars. The selection will be based on the students' preferences, CVs and grades.

Since the seminar will contain confidential information about STRATO, we ask all participants to sign a non-disclosure agreement (NDA). After having signed the NDA, you will receive the course materials.

Please note that submissions of presentations and documentations after the deadline (see time table) cannot be accepted. You will receive a confirmation e-mail shortly after your submission.

For specific questions, please contact Ricarda Schauerte (Ricarda.Schauerte@wiwi.uni-muenster.de).

## Timetable

What	Where	When Date	Time
NDA handout and signature	Via e-mail to Ricarda Schauerte in person	Until 11 October 2017	04:00 p.m.
Handout of materials	Via e-mail	12 October 2017	10:00 a.m.
Seminar (lecture)	Room 006, Am Stadtgraben 13-15, Münster	13-14 October 2017	10:00 a.m.-06:00 p.m.
Topic selection start	Via learnweb/e-mail	14 October 2017	04:00 p.m.
Topic selection end	Via learnweb/e-mail	16 October 2017	10:00 a.m.
Notification about assigned topic	Via learnweb/e-mail	16 October 2017	02:00 p.m.
Appointment with instructors to clarify questions (30 mins)	Via Skype	Tba.	
Submission of final presentation	.pdf and .ppt files via learnweb/e-mail. You will receive a confirmation e-mail.	27 November 2017	02:00 p.m.
Seminar (presentation)	Room 006, Am Stadtgraben 13-15, Münster	01-02 December 2017	10:00 a.m.-06:00 p.m.
Appointment with instructor on term paper structure (20 mins)	Room 003, Am Stadtgraben 13-15, Münster, or via Skype	Tba.	
Submission of final term paper	.pdf file via learnweb/e-mail. You will receive a confirmation e-mail.	08 January 2018	02:00 p.m.