

Project Seminar Summer 2018 in cooperation with Johnson & Johnson

Institute:	Institute of Marketing, Prof. Dr. Manfred Krafft
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Type of lecture:	Seminar Marketing I, Major Marketing
Language:	English
Content:	The objective of the project seminar is to work on a current, relevant business problem. In cooperation with Johnson & Johnson, a well-known American pharmaceutical and consumer packaged goods manufacturer, marketing students will work out solutions for actual marketing and sales challenges in groups. The business problems will be presented to the students by company representatives in the kick-off meeting. During the course, students will work on their topics and get feedback from their university advisors as well as from the company side. The final work will be presented on the last course day.

Preliminary schedule (*exact dates will be announced probably in January 2018*):

- 1) Kick-off meeting in April 2018 (half day)**
Company presentation, presentation of the business case, assignment of groups and topics
- 2) Interim presentation in May 2018 (half day)**
Presentations, feedback
- 3) Final presentation in June 2018 (all day)**
Presentations and final feedback

Either the first or the last meeting will take place at the company's site. Most of the workload of this project class will be in the first term, with the final presentation and the project paper due in the second term. This leaves some degrees of freedom to the group members when to provide their fair share of the work.

Required performances and grading:

Concept paper (approx. 7 pages in group work)	15 %	
Project paper (approx. 25 pages in group work)	35 %	
Interim presentation	20 %	
Final presentation	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

- How to apply? Please follow the MCM application process for seminars (email by Michael Zylla).
- The number of students for this seminar is restricted to maximum 24 students.
- For specific questions, please contact Vanessa Steppuhn (v.steppuhn@uni-muenster.de).