

**Marketing Seminar
KnowIT!**

What can managers learn from academic research findings?
Summer 2018

Dr. Sonja Gensler

Every year the top marketing journals publish 100+ articles that enhance our knowledge on specific marketing topics. As such, the scientific knowledge improves but practitioners are hardly aware of these findings. In this seminar, you are going to write a literature review on a specific marketing topic and derive key insights for managerial practice.

The focus of this seminar is on entrepreneurial marketing and more specifically on entrepreneurial marketing in the food sector. Entrepreneurial marketing employs new and unorthodox marketing practices to help emerging firms gain a foothold in crowded markets. In this seminar, we are going to address timely questions relevant for the family business 'Hof Fockenbrock' (<http://www.hof-fockenbrock.de/>). 'Hof Fockenbrock' is a producer of dairy products in Telgte that sells its products to local supermarkets. The dairy market is highly competitive and small local businesses such as 'Hof Fockenbrock' face several challenges when aiming for a sustainable business.

- How can we effectively create awareness for our products?
- How to design effective in-store promotions?
- How can we attract shoppers' attention when standing in front of the shelf?
- How should we design our packaging to attract shoppers' attention and interest?
- How can we develop ideas for new products?
- What are success factors of locally produced products?

You are going to review the literature to address the research questions and make specific suggestions how 'Hof Fockenbrock' can improve its performance.

Learning objectives

Main objective of this seminar is to improve your *academic writing skills*. After participating in this seminar, you are able to effectively summarize and categorize literature related to one specific marketing topic and to translate academic findings into managerial implications. Moreover, you train your communication, presentation skills, and creativity.

Seminar Requirements

The seminar consists of two mandatory assignments:

- (1) Writing a literature review (individual assignment; max. 15 pages; 50% of final grade)
- (2) Presentation of specific managerial implications for 'Hof Fockenbrock' (group assignment; 15 minutes; 50% of final grade)

Both assignments have to be passed to get 12 ECTS for the seminar.

Organizational issues

- How to apply? Please follow the MCM application process for seminars (email by Michael Zylla).
- The IWM offers two seminars each semester (DoIT and KnowIT) and supervises 1/3 of all students who want to follow a seminar offered by the MCM in a specific semester. Yet, the number of students for this seminar is restricted to maximum 15 students.
- The presentations will be held in German.
- For specific questions, please contact Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?	Where?
Kick-off meeting incl. allocation of topics	April 17, 2018 (14:00 hrs to 15:30 hrs)	HMB 110
Individual meetings with supervisor	Appointments will be arranged based on individual needs	tba
Workshop - "How to write a literature review?"	May 8, 2018 (14:00 hrs to 15:30 hrs)	HMB 110
Individual meetings with supervisor	Appointments will be arranged based on individual needs	tba
Deadline for handing in literature review (paper-based and electronically)	June 12, 2018 (12:00 hrs)	MCM 202 s.gensler@uni-muenster.de
Deadline for handing in presentation (electronically)	June 19, 2018 (12:00)	s.gensler@uni-muenster.de
Presentations (15 minutes + discussion)	June 22, 2018 (12:00 – 15:00)	HMB 110