

Seminar Marketing:

Marketing Analytics:

A Practical Perspective on the Measurement of Marketing Performance

Prof Dr. Thorsten Hennig-Thurau

Dr. Christian Böing, CEO STRATO AG and CVO 1&1 Internet SE

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 at STRATO AG and CVO (Chief Venture Officer) at 1&1 Internet SE, will be visiting Muenster to give practical insights on contemporary marketing analytics. He will shed light on STRATO's KPI-driven marketing strategy, and he will give insights on how to steer and lead a company's P&L (profit and loss).

1&1 Internet SE is the world's 3rd largest domain registrar, and STRATO is the 2nd largest hosting company in Germany. STRATO/1&1 offer 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)
- c. Written case study elaboration (50 % of the final grade, 30 pages, either evaluated as overall group performance or 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.

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
Seminar (lecture)	Room 006, Am Stadtgraben 13-15, Münster	19-20 October 2018	10:00 a.m.- 06:00 p.m.
Topic selection start	Via learnweb/e-mail	20 October 2018	04:00 p.m.
Topic selection end	Via learnweb/e-mail	22 October 2018	10:00 a.m.
Notification about assigned topic	Via learnweb/e-mail	22 October 2018	02:00 p.m.
Appointment with instructors to clarify questions (30 mins)	Via skype	Tba.	
Appointment with instructor on term paper structure (20 mins)	Room 008, Am Stadtgraben 13-15, Münster, or via skype	Tba.	
Submission of final term paper	.pdf file via e-mail to Ricarda Schauerte (ricarda.schauerte@wiwi.uni-muenster.de). You will receive a confirmation e-mail.	31 December 2018	02:00 p.m.
Submission of final presentation	.pdf and .ppt files via e-mail to Ricarda Schauerte (ricarda.schauerte@wiwi.uni-muenster.de). You will receive a confirmation e-mail.	11 January 2019	02:00 p.m.
Seminar (presentation)	Room 006, Am Stadtgraben 13-15, Münster	18-19 January 2019	10:00 a.m.- 06:00 p.m.
Feedback talks	Room 008, Am Stadtgraben 13-15, Münster, or via skype	Tba.	