



PORSCHE



ifm  
Institut für Marketing  
Institute of Marketing

## Project Seminar Summer 2019 in cooperation with Dr. Ing. h.c. F. Porsche AG

- Institute:** Institute of Marketing, Prof. Dr. Manfred Krafft
- Contact persons:** Dr. Mirja Kroschke, [m.kroschke@uni-muenster.de](mailto:m.kroschke@uni-muenster.de)  
Vanessa Steppuhn, M.Sc., [v.steppuhn@uni-muenster.de](mailto:v.steppuhn@uni-muenster.de)
- Type of lecture:** Seminar Marketing, Major Marketing
- Language:** English
- Content:** In today's digitalized environment more data is available than ever before. In the age of big data, the collection of data and its analysis as well as usage is of great importance for companies. Dr. Ing. h.c. F. Porsche AG is recognizing the relevance of gaining insights from data to better adapt to the needs of its customers. The capitalization of data, however, presents numerous challenges. In close collaboration with the German automobile manufacturer, groups of marketing students will work on solutions for actual issues concerning "Data-Driven Marketing". The business problems will be introduced 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 as soon as possible*):

- 1) Kick-off meeting in April 2019 (half day)**  
Company presentation, presentation of the business case, assignment of groups and topics
- 2) Interim presentation in May 2019 (half day)**  
Presentations, feedback
- 3) Final presentation in July 2019 (all day)**  
Presentations and final feedback

The last meeting (final presentation) will probably take place at the company's site.

### 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 20 students.
- For specific questions, please contact Vanessa Steppuhn ([v.steppuhn@uni-muenster.de](mailto:v.steppuhn@uni-muenster.de)).

