

## Marketing Seminar

### DoIT!

#### *Project seminar together with Frosch Sportreisen and Thalia*

Summer 2019

Prof. Dr. Sonja Gensler

The objective of project seminars is to work on a relevant business problem. In this seminar, you will work on current challenges faced by Frosch Sportreisen and Thalia. Both companies use technology to improve their customer relationships. In the course of this seminar, you are going to assess how new technologies can be successfully implemented by companies.

Frosch Sportreisen (<https://www.frosch-sportreisen.de/>) is a travel company with approx. 30 million turnover. Recently, Frosch Sportreisen launched the digital travel companion MyFrosch to improve its customer relationships. The app is supposed to accompany customers before, during and after their journey and aims on upselling, smart processes, and an increase in brand loyalty. The combination of paperless travel documents, digital buy- and payment-solutions, customer loyalty program, communication possibilities and editorial content is the first of its kind in the German market. During the course of this seminar, students evaluate the current performance of the app and will develop ideas on how to further improve the app to effectively manage customer relationships.

Thalia ([www.thalia.de](http://www.thalia.de)) is a (book) retailer with approx. 715 million EUR turnover. Thalia aims to create a unique mix of personal consulting, inspiring product ranges and innovative digital solutions, forward-looking reading worlds and seamlessly integrated shopping experiences. Ultimately, their customers should be able to find the right reading - always and everywhere. Currently, Thalia's marketing managers are facing the following challenges:

- Impact of Social Media Activities (esp. Influencer) on frequency of store visits
- Developing an effective loyalty program in a market with fixed prices
- Are gamification and augmented reality effective tools to improve customer loyalty?
- Are events effective to improve customer loyalty?
- Relevance of print magazines for customer relationship management
- Artificial Intelligence in the Retailing Sector
- Customer Journeys of Millennials and Generation Z – What touchpoints are effective to stimulate purchases?

The topics are examples of current challenges and are meant to give you an idea of potential topics that are covered. However, it might be that the topics are subject to changes when new challenges come up.

### Learning objectives

The main objective of this seminar is to train your analytical skills and business sense. Further, the seminar intends to develop your academic writing and argumentation skills. Moreover, you can train your presentation and communication skills.

After participating in this seminar, you are able to address a managerial relevant research question yourself. Moreover, you will deepen your knowledge about the effectiveness of new technologies for managing customer relationships.

### Seminar Requirements

The seminar consists of three mandatory group assignments (3-4 students):

- (1) Presentation of research design and discussion (15 minutes; not graded)
- (2) Report outlining your research model, analyses and results (20 pages; 50% of final grade)
- (3) Presentation of the results and implications for managers (20 minutes; 50% of final grade)

All 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 number of students for this seminar is restricted to maximum 24 students.
- For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).

### Timetable

What?	When?
Kick-off meeting with Frosch Sportreisen and Thalia	April 9, 2019 (16:00 hrs to 18:00 hrs)
Presentation of research design and discussion	May 7, 2019 (16:00 to 18:00 hrs)
Submission of report outlining your research model analyses, and results	June 28, 2019 (12:00 hrs)
Submission of presentation	July 1, 2019 (12:00 hrs)
Presentation of results + discussion of your findings with Frosch Sportreisen and Thalia	July 5, 2019 (12:00 hrs to 16:00 hrs )

During the course of the seminar, you can schedule **meetings** with your supervisor.