



Project Seminar Summer 2020 in cooperation with Henkel AG & Co. KGaA

- Institute:** Chair of Marketing Management, Prof. Dr. Manfred Krafft
- Contact persons:** Dipl.-Kffr. Janina Wiebringhaus, j.wiebringhaus@uni-muenster.de
- Type of lecture:** Seminar Marketing, Major Marketing
- Language:** English
- Content:** The objective of the project seminar is to work on a current, relevant business problem, in cooperation with the well-known multinational FMCG company Henkel. In close partnership with Henkel's Beauty Care division, you will work out solutions for actual marketing and sales challenges. The business problems will be presented to you by company representatives in the kick-off meeting. During the course, you will work on the topics in groups and get feedback from university advisors as well as from the company side. The final work will be presented on the last course day.

Schedule (due to the current situation changes are always possible):

- 1) Kick-off meeting: Wednesday, April 22nd, 10-13h**
Company presentation, presentation of the business case, assignment of groups and topics
Location: online, via Zoom (link and further instructions will be shared in Learnweb)
- 2) Interim presentation: Wednesday, May 27th, 10-14h**
Presentations, feedback
Location: Münster (lecture hall or online)
- 3) Final presentation: July 13th, all day**
Presentations and final feedback
Location: Düsseldorf (depending on Corona situation)

Required performances and grading:

Concept paper (approx. 7 pages in group work)	15 %	
Project paper (approx. 25 pages in group work)	35 %	
Interim presentation (15min + 10 min discussion)	20 %	
Final presentation (20min + 10min discussion)	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

- For specific questions, please contact Janina Wiebringhaus (j.wiebringhaus@uni-muenster.de).