

Seminar Marketing:

Marketing Analytics and Data-Driven Business Strategies

Prof Dr. Thorsten Hennig-Thurau

Dr. Christian Böing, CEO STRATO AG and CRO/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 KPIs. In view of that, the seminar focuses on the possibilities and challenges of making data-informed business decisions. Participants will be able to get insights on how managers can implement and pursue business strategies by identifying and steering with suitable KPIs. The seminar will provide a comprehensive overview of various metrics and techniques, and will critically examine their application in the marketing and management discipline.

[Dr. Christian Böing](#), CEO at STRATO AG, CVO (Chief Venture Officer) and CSMO (Chief Sales Marketing Officer) IONOS Cloud at 1&1 IONOS, 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 IONOS is the leading European provider of cloud infrastructure, cloud services and hosting services, and STRATO is the 2nd largest hosting company in Germany. STRATO/1&1 IONOS 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, steering direct sales and CRM, assessing branding strategies, evaluating internationalization strategies, and implementing company transformation processes.

In groups of three, the participants will work on actual business issues that STRATO and/or 1&1 IONOS are dealing with and are able to discuss their solutions with the CEO.

Seminar Examination

The seminar consists of two mandatory parts:

- a. Written part: Written case study elaboration (50 % of the final grade, 30 pages, either evaluated as overall group performance or individual partial performances)
- b. Oral part: Presentation of case study solution (30 minutes) and discussion, as well as active participation in lectures and discussions (50 % of the final grade)

Both 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)	Digital or physical meeting in Münster, tba.	30-31 October 2020	10:00 a.m.- 06:00 p.m.
Topic selection start	Via Learnweb/e-mail	31 October 2020	04:00 p.m.
Topic selection end	Via Learnweb/e-mail	2 November 2020	10:00 a.m.
Notification about assigned topic	Via Learnweb/e-mail	2 November 2020	02:00 p.m.
Appointment with instructors to clarify questions (30 mins)	Digital meeting	Tba.	
Appointment with instructor on term paper structure (20 mins)	Digital meeting	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.	11 January 2021	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.	19 January 2021	02:00 p.m.
Seminar (presentation)	Digital or physical meeting in Münster, tba.	22-23 January 2021	10:00 a.m.- 06:00 p.m.
Feedback talks	Digital meeting	Tba.	