



Project Seminar Summer 2021 in cooperation with Tchibo GmbH

- 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 retail and FMCG company **Tchibo GmbH**. In close partnership with Tchibo's **coffee division**, you will work out solutions for actual marketing/ sales challenges in groups, and will present your solutions in front of company representatives as well as your university mentors. The seminar serves as a good preparation for the master's thesis, as empirical scientific work is applied.

Procedure: The business problems will be presented to you by company representatives in the kick-off meeting. During the first weeks, you will review relevant literature, scientifically substantiate your approach, and work out your project plan which you document in a concept paper and present in the interim presentation. You will apply quantitative and/or qualitative methods to address focal issues regarding. You will write a final seminar paper and present your results on the last day of the course.

Topics: The topics are under development and will be shared during the kick-off meeting. Potential tasks *may* cover the following areas: strategic marketing decisions; product management (e.g. innovation and renovation, packaging, sustainability); shopper marketing.

Schedule 2021:

- 1) Kick-off meeting IfM:** Monday, 19 April, 2-6pm
Seminar Overview, Workshop on "How to write an empirical paper"
Location: Zoom
- 2) Kick-off meeting Tchibo:** Tuesday, 4 May, 2-5pm
Company presentation, presentation of the business cases
Location: Zoom
- 3) Interim presentation:** Monday, 31 May, 10am-2pm
Presentations, feedback
Location: Zoom
- 4) Final presentation:** Monday, 19 July, (timing tbd)
Presentations and final feedback
Location: presence (Tchibo headquarter in Hamburg) or Zoom

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).