



Juniorprofessur für Marketing und Marketing Analytics



Standing Together While Being Apart? An Analysis of Covid-19 Marketing Strategies

Seminar Marketing, Summer Semester 2022

Since January 2020 and the first cases of Covid-19 infections, the virus has changed the world. Since then, the global pandemic has not only tremendously affected our daily life, but has also turned the business world upside down.

The different waves of the pandemic lead to different marketing challenges for companies. Governmental entities relied early on non-pharmaceutical interventions such as stay at home measures and lockdowns, which had a significant impact on company-customer relations, cutting off classic offline touchpoints. In consequence, digital communication channels remained the only medium for companies to interact with their customers and required managers to develop, accelerate or enhance digital business models. This proved to be especially challenging for service and non-profit entities such as restaurants and cultural-, sport-, and event-businesses.

Meanwhile, we similarly witnessed an increasing debate about Covid-19 measures and strategies. Some companies early on developed Covid-19 specific marketing campaigns, taking a clear stand by supporting governmental measures or encouraging the public to participate in and support vaccination campaigns.

Being now almost 24 months into the pandemic, we still have not developed a clear understanding of which general strategies companies chose, and which specific approaches did work or not work.

This seminar intends to close this knowledge gap by exploratively investigating communication and marketing strategies companies developed in the wake of the pandemic, while accounting for industry-, brand-, country-, and customer-specific contingencies.

Seminar thesis and presentation

Students are required to hand in a seminar paper with a maximum of 30 pages. The seminar paper will be a group work.

Additionally, a 2-3 minute video presentation has to be submitted that wraps up the seminar paper and points out the most important findings and implications.

The seminar ends with a 2-3 day conference on a weekend with overnight stay (approx. 30km away from Muenster) where every group will get the opportunity to present their findings to the other participants and engage in lively discussions about virality.

Seminar topics

- Strategies of Service Industries During the Lockdown
- Strategies of Cultural Institutions During the Lockdown
- Covid-19 Specific Strategies of FMCG Brands During the Pandemic
- Communication Strategies of NPOs During the Lockdown
- Covid-19 Communication and Companies – An Ad Analysis
- Covid-19 Cause Related Marketing
- Organizational Behaviour and Employer Branding During Covid-19
- Taking a Stand – Companies Supporting Covid-19 Measures

Timetable

Topic	Date	Location
Kick-Off	April 18, 2022	MCM - tba
Selection of Topics	April 21, 2022	Learnweb
2 individual Meetings with Supervisor	Upon Request	MCM or via Zoom
Submission of Seminar Paper	September 1, 2022	
Submission of Video and Presentations	September 8, 2022	
Seminar	September 9/10, 2022	tba

The time table may be subject to change, according to preferences and schedule of the instructor and the ongoing Covid-19 pandemic.

Please note that **participants are necessarily required to be present in person** for the kick-off meeting and the seminar.