



PORSCHE



Chair of Marketing Management

Project Seminar Summer 2022 in Cooperation with Dr. Ing. h.c. F. Porsche AG

- Institute:** Chair of Marketing Management, Prof. Dr. Manfred Krafft
- Contact person:** 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 German automobile manufacturer **Dr. Ing. h.c. F. Porsche AG**. In close collaboration with Porsche's Marketing Department, you will work on solutions for current issues concerning digital and data-driven Marketing challenges in groups. To pay attention to the rising importance of digital knowledge and development within the Marketing discipline, this seminar also welcomes IS students.
- Procedure:** The business challenges 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 your focal issues. To conclude the seminar, you will write a final seminar paper, and present your results on the last day of the course. Both presentations will be in front of the company representatives and the university mentors.

Schedule 2022 (final dates to be defined):

- 1) Kick-off meeting:** Beginning of April
Company presentation, presentation of the business challenges, assignment of groups and topics
Location: presence (Münster) *or Zoom, if presence is not allowed*
- 2) Interim presentation:** Mid of May
Presentations, feedback
Location: presence (Münster) *or Zoom, if presence is not allowed*
- 3) Final presentation:** Beginning of July
Presentations and final feedback
Location: presence (Porsche headquarter in Stuttgart) *or Zoom, if presence is not allowed*

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 (25min + 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

This seminar is restricted to 20 Marketing students. High interest in digital Marketing topics (and their technical implementation) is prerequisite to take this course. To support interdisciplinary learning, we aim to welcome up to 8 IS students to the course. Groups may be mixed. Mentoring from both chairs (Marketing and IS) as well as from company side during the seminar is ensured.

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