

Seminar Marketing:

How to Market REALLY BIG Products: The Success Factors of B2B Marketing.

A Project Seminar in Cooperation with Windmüller & Hölscher (W&H)

Dr. Kai Lügger, Head of Business Development, W&H

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mit Univ.-Prof. Dr. Thorsten Hennig-Thurau

Content

The Business-to-Business (B2B) sector in Germany is of enormous size in terms of GDP contribution and employees as well as of societal importance, but often not well-known to marketing students. Consumer products and services are dominating the academic agenda and are considered as more appealing by many marketing students. But for many medium-sized German B2B companies (so-called “hidden champions”), the impact of good marketing is the key to defend their position as world-market leaders in turbulent times and continue to grow and generate billions of sales per annum. In addition, students of marketing who have been able to take a first-hand look into the challenges that come with the marketing of the “really big” products that often are at the core of B2B marketing decisions.

This seminar will provide students the opportunity to get both theoretical and practical insights into this B2B marketing world. They will learn from the lecturers which are executives from leading B2B firm Windmüller & Hölscher about important B2B marketing concepts that have been developed in theory and about their application in practice. Among the content and seminar topics are:

- *Organizational buying behavior:* Industrial customers are characterized by special purchasing behavior, e.g. more people are involved in the decision-making process (in a so-called buying center) and the context and purpose to buy industrial goods is much more rational and transactional. These and other differences between B2C and B2B marketing will be dealt with comprehensively in the course.
- *Business type specific marketing programs:* Industrial markets are extremely heterogeneous, e.g. a forklift and a power plant are both bought by companies but differ by investment risk and complexity. So, for these different strategic challenges appropriate marketing approaches are needed. In the course the 4 major business types in B2B markets are characterized and their specific challenges for marketing programs will be discussed.

- *Impact of digitalization on industrial marketing processes:* IoT, Big Data, Virtual Reality/Metaverse and other technology advancements are heavily changing the traditional sales approaches, e.g. intelligent machines that might order spare parts by themselves. Additionally, new services and business models based on data analytics are advancing to change the portfolios of almost all hidden champions. The resulting challenges for marketing will be covered in the course as well. For a first glance, watch this video: <https://www.youtube.com/watch?v=vBPripxCIEo>.

This seminar builds upon the theories of B2B Marketing advocated by MCM emeritus Klaus Backhaus. Students will work on three actual B2B case studies in small groups and offer solutions discussed in the plenum.

Information on the lecturers of the course and Windmüller & Hölscher

Dr. Kai Lügger, Dr. Philipp Hupka, and Dr. Jonas Schmidt are dedicated B2B marketing experts. They have studied at the MCM and are currently executives at Windmüller & Hölscher (W&H), a hidden B2B champion in the Münsterland region, where they have gained practical experience in the field of B2B strategy and business development. In the seminar, they will share their real-life insights.

Prof. Dr. Thorsten Hennig-Thurau is head of the Chair of Marketing & Media at the MCM.

Founded in 1869, Windmüller & Hölscher today is a world leader for the manufacturing of machinery and systems for the production of flexible packaging. The product portfolio includes high-performance machinery for film extrusion, printing and converting. Approximately 3,100 employees create optimal solutions for the individual production tasks of flexible packaging producers – from expert consultation and engineering to the delivery of high-quality machines and complete packaging production lines. Machines by Windmüller & Hölscher are in use in over 130 countries and by more than 5,000 customers. In 2018, the Windmüller & Hölscher Group with its headquarters in Lengerich, Germany reached sales of approximately 895 Mio. EUR.

Evaluation of student performance

The students' performances are graded based on their performance in two areas:

- a. Written performance: Written case study analysis by a group of students, which is evaluated either as overall group performance or individual partial performances (50 % of the final grade, 20 pages)
- b. Oral performance: 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 master the seminar.



Organizational issues and application

The exact dates of the seminar are to be announced. The seminar will begin in the second term of the winter semester with a kick-off. In addition, the presentations of the different case studies will take place in regular short dates (approx. every 2-3 weeks).

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) will not be accepted. You will receive a confirmation e-mail shortly after your submission.

For specific questions, please contact Alina Herting (alina.herting@wiwi.uni-muenster.de).