

## Seminar Marketing:

# Marketing Analytics and Data-Driven Business Strategies

Prof Dr. Thorsten Hennig-Thurau

Dr. Christian Böing, inter alia Member of the Supervisory Board MeinAuto Group AG, former CEO STRATO AG and CSMO/CVO 1&1 Internet SE

## Content

CpV, CpO, channel ROI, SEO, LTV trackings – in a data-driven environment, today's CEOs and 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 management and marketing discipline.

Dr. Christian Böing, inter alia Member of the Supervisory Board MeinAuto Group AG, former CEO of STRATO AG and deputy CEO of the IONOS Group (as well as Chief Venture Officer and Chief Sales Marketing Officer), will be visiting Muenster to give practical insights on contemporary marketing analytics. He will shed light on KPI-driven marketing strategies, and he will give insights on how to steer and lead a company's P&L (profit and loss).

Seminar topics include a top-level view on company valuation techniques, KPI-driven product management, inflow- and churn-analysis, channel attribution, analyzing the performance of communication channels, steering direct sales and CRM, assessing branding strategies, and implementing company transformation processes. All topics are based on available real company data and examples from the webhosting, telecommunications and SaaS (Software as a service) industry. The seminar also includes hands-on techniques for job application interviews and tips for the "right" communication style in large corporates.

In small groups, the participants will work on actual real-life business issues and are able to discuss their solutions with Dr. Christian Böing.

## 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 Alina Herting ([alina.herting@wiwi.uni-muenster.de](mailto:alina.herting@wiwi.uni-muenster.de)).

## Timetable

What	Where	When	
		Date	Time
Seminar (lecture)	Physical meeting in Münster, MCM 006	28-29 October 2022	10:00 a.m.-06:00 p.m.
Topic selection start	Via Learnweb/e-mail	29 October 2022	04:00 p.m.
Topic selection end	Via Learnweb/e-mail	1 November 2022	10:00 a.m.
Notification about assigned topic	Via Learnweb/e-mail	1 November 2022	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 or physical meeting in Münster	Tba.	
Submission of final term paper	.pdf file via e-mail to Alina Herting ( <a href="mailto:alina.herting@wiwi.uni-muenster.de">alina.herting@wiwi.uni-muenster.de</a> ). You will receive a confirmation e-mail.	4 January 2023	02:00 p.m.
Submission of final presentation	.pdf and .ppt files via e-mail to Alina Herting ( <a href="mailto:alina.herting@wiwi.uni-muenster.de">alina.herting@wiwi.uni-muenster.de</a> ). You will receive a confirmation e-mail.	11 January 2023	02:00 p.m.
Seminar (presentation)	Digital or physical meeting in Münster, tba.	13-14 January 2023	10:00 a.m.-06:00 p.m.
Feedback talks	Digital or physical meeting in Münster	14 January 2023	