



Marketing Seminar DoIT!

How to manage the customer decision journey?

Winter 2022-23

Prof. Dr. Sonja Gensler
joint seminar with



“The way to find the right glasses should be an easy, intuitive and innovative process for our customers. That is why we offer them smart solutions, information and services that enable a unique shopping experience and provide inspiration at the same time – both on- and offline. Because purchasing a pair of glasses should do one thing above all else: easy. We want our customers to wear their new glasses or sunglasses with joy and confidence.” (<https://corporate.misterspex.com/en/>)

Mister Spex faces the challenge to acquire young adults (18 to 24 years) who need glasses - often for the first time. To improve acquisition of young adults, Mister Spex needs to know what the ‘right’ communication channels and ‘right’ messages are for this target group (Batra and Keller 2016). Actually, Mister Spex has the aim to be the leading provider of prescription glasses in the target group ‘young adults’. For example, this means for Münster that Mister Spex needs to sell about 200 prescription glasses to students per month.

To reach this goal, they have to answer the following questions:

- Where do young adults search for information about prescription glasses?
- What are the key criteria for young adults when buying prescription glasses?
- Where do young adults shop for prescription glasses and why?

Based on the answers to the above questions, recommendations for effective (regional) marketing activities and an integrated marketing communication will be derived.

During the seminar, you and your team (3-4 students) will work on the above research questions and derive specific recommendations for achieving the strategic goals. To demonstrate the effectiveness of your recommendations, you can present them in front of the board of Mister Spex to get some budget to test your ideas.



Learning objectives

After participating in this seminar, you are able to elaborate on current challenges of integrated marketing communications, and you are able to apply the communication matching model (Batra and Keller 2016).

One objective of this seminar is also to train your *analytical skills*. Additionally, the seminar intends to develop your academic writing and argumentation skills. Furthermore, you can improve your presentation and communication skills.

Seminar Requirements

The seminar consists of three mandatory group assignments:

- (1) Interim presentation | 10 minutes | not graded
- (2) Report outlining your analyses and results | max. 20 pages | 50% of final grade
- (3) Presentation of key learnings | 15 minutes | 50% of final grade

All graded assignments have to be passed to get 12 ECTS for the seminar.

Timetable

What?	When?
Kick-off meeting	October 14, 2022 16:00 to 17:30 hrs
Interim Presentation	November 23, 2022 16.00 hrs to 18.00 hrs
Submission of report	January 13, 2023 18.00 hrs (Learnweb)
Final Presentation	January 20, 2023 16:00 hrs to 18:00 hrs

During the course of the seminar, you can schedule individual meetings with your coach if you have any questions. Please contact your coach to arrange an appointment.

For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Compulsory reading

Batra, R, and K. L. Keller (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. *Journal of Marketing*, 80 (6), 122-145.