



Marketing Seminar DoIT!

How to generate value and stimulate engagement in a professional network?

Summer 2023

apl. Prof. Dr. Sonja Gensler

joint seminar with

Gesellschaft Deutscher Chemiker



For professional networks it has become a major challenge to manage their member relationships. The Gesellschaft Deutscher Chemiker (GDCh) – founded in 1946 – is a non-profit scientific society and has about 31,000 members. The scientific society promotes research and education as well as the exchange and dissemination of new scientific knowledge related to chemistry as the basis for innovation.

Member of the GDCh are researchers working in industry, academics, chemists in public service and education. Among them are Nobel Prize winners but also interested layman.

50 full-time employees coordinate all services of the scientific society at the headquarter in Frankfurt am Main. These services include, among others, the editing of the monthly magazine "Nachrichten aus der Chemie", a biweekly newsletter, managing the social media channels and the GDCh app.

As many professional networks, GDCh faces the challenge to engage its members to ensure that GDCh stays a living organism. Given the changing needs of its members, GDCh is asking how to improve its offerings for its members to maintain long-lasting member relationships.

More specifically, they face the following two challenges:

- How to improve the value equity of GDCh to increase the number of members, member satisfaction, and loyalty?
- How to improve the brand equity of GDCh to increase the number of members, member satisfaction, and loyalty?

In the course of the seminar, you and your team (3-4 students) address one of the research questions. It is expected that you conduct an empirical study to answer the question that delivers insights for the management team of GDCh.



Learning objectives

After participating in this seminar, you are able to elaborate on current challenges for professional networks to manage member relationships and brand equity.

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 train 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	April 21, 2023 14:15 hrs to 15:45 hrs
Interim Presentation	May 12, 2023 14:15 hrs to 15.45 hrs
Submission of report	June 21, 2023 18.00 hrs (Learnweb)
Final Presentation	June 22, 2023 14:00 hrs to approx. 16:30 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 apl. Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).