

Project Seminar Summer 2024 in cooperation with BASF Coatings GmbH

- Institute:** Chair of Marketing Management, Prof. Dr. Manfred Krafft
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- 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 chemicals company **BASF Coatings GmbH** (see: <https://www.basf-coatings.com/global/en.html>). BASF Coatings is a subsidiary of the BASF Group and develops, produces, and markets a high-quality range of innovative automotive OEM coatings, automotive refinishes as well as decorative paints. In close collaboration with Hanna Lena Deitmar, Head of Marketing EMEA, students will help address selected issues related to marketing strategy (e.g., product management, sales management, and sustainability) for BASF Coatings and therefore help develop solutions for real-life challenges. At the end of the project seminar, students will present their solutions in front of company representatives as well as their university mentors.
- Procedure:** The business problems 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 issue. You will write a final seminar paper and present your results on the last day of the course.

Schedule 2024 (final dates to be defined):

- 1) Kick-off meeting:** Mid of April
Company presentation, presentation of the business case, assignment of groups and topics
Location: presence (Münster) or Zoom
- 2) Interim presentation:** End of May
Presentations, feedback
Location: presence (Münster)
- 3) Final presentation:** Mid of July
Presentations and final feedback
Location: presence (BASF Coatings headquarter in Münster)

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 who will work in groups. High interest in Marketing topics focusing especially on marketing strategy is a prerequisite to take this course. For specific questions, please contact Madeleen van Veen (m.vanveen@uni-muenster.de).

