



Marketing Seminar DoIT!

The Power of Unlocking Better Growth

Summer 2024

apl. Prof. Dr. Sonja Gensler

joint seminar with



Simon-Kucher was founded in Germany in 1985 as a university spinoff by Prof. Dr. Hermann Simon, Dr. Eckhard Kucher, and Dr. Karl-Heinz Sebastian. Their vision was to help companies grow using scientific methods that could address real-life business challenges.

Today, Simon-Kucher is a fast-growing global consultancy with over 2,000 people operating in 30+ countries focused on unlocking better growth that drives measurable revenue and profit for their clients.

In the course of the seminar, you and your team (3-4 students) will address one managerial challenge related to pricing:

- Monetization for an artificial intelligent chatbot provider
- Monetization strategy for an instant messaging service
- Finding the 'right' price for a sustainable innovation of an FMCG company
- Go-to market strategy for an aviation company that develops electric flight cabs

Learning objectives

After participating in this seminar, you have broadened your knowledge about pricing strategies in general, and you are able to elaborate on current challenges for companies when competing in dynamic environments.

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 11, 2024	16:00 to 17:30 hrs
Interim Presentation	May 8, 2024	14:00 to 16.00 hrs
Submission of report	July 1, 2024	18.00 hrs (Learnweb)
Final Presentation	July 3, 2024	14:00 to 17:00 hrs (approx.)

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).