



Project Seminar Summer 2025 in cooperation with De'Longhi

- Institute:** Chair of Marketing Management, Prof. Dr. Manfred Krafft
- Contact persons:** Dr. Victoria Kramer, v.kramer@uni-muenster.de (responsible)
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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 household appliance manufacturer **De'Longhi** (see: <https://www.delonghi.com/de-de>). Its subsidiary, the De'Longhi Deutschland GmbH, is responsible for developing, producing, and marketing a high-quality range of products for domestic use under the four brands: De'Longhi, Braun, Kenwood and nutribullet. In close collaboration with Susanne Harring, Managing Director De'Longhi Germany and Austria, students will help address selected issues related to digital transformation for De'Longhi 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 2025 (*final dates to be defined*):

- 1) Kick-off meeting:** Beginning of April
Company presentation, presentation of the business case, assignment of groups and topics
Location: Zoom
- 2) Interim presentation:** Mid of May
Presentations, feedback
Location: presence (Münster)
- 3) Final presentation:** Beginning of July
Presentations and final feedback
Location: presence (De'Longhi Deutschland GmbH in Neu-Isenburg)

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).

