

*Marketing Seminar*

*Winter 2025*

**Project Seminar Together with XIMEA on**



**Marketing Innovative Products:  
The Introduction of a Precision Camera**

Prof. Dr. Sebastian Hohenberg

This seminar offers a unique opportunity to collaborate with XIMEA, a Münster-headquartered company dedicated to architecting and delivering the smallest and fastest imaging and sensing solutions and systems with sophisticated simplicity for generations. XIMEA's innovative products thrive in a distinctive eco-space of cameras, embedded computing options, and diverse operating systems. In this seminar, you will tackle the real-world challenge of developing and conceptualizing a market launch for XIMEA's new 360-degree camera.

Working in teams of 3 to 4 students, you will comprehensively address this topic. Your responsibilities will include:

1. **Identifying Best Practices:** You will conduct thorough research to identify current best practices from both academic literature and real-world industry applications.
2. **Expert Engagement:** You will have the opportunity to conduct expert interviews with XIMEA's employees, gaining firsthand insights into their operations and market challenges.
3. **Systematic Literature Review:** A core task will be to write a systematic literature review on a pre-defined topic within the field of bringing innovations to market in the digital age. This review will not only synthesize existing knowledge but also derive actionable insights for managerial practice and identify promising future research directions.
4. **Marketing Campaign Development & Conceptual Testing:** Based on your research and insights, design a comprehensive, integrated marketing campaign for the new 360-degree camera. This includes defining target audiences, value propositions, key messaging, channel selection (digital and traditional, where appropriate), and core campaign elements. Outline methods for conceptual testing or validating key aspects of your proposed campaign.

The specific 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.

### Learning Objectives:

The primary goal of this seminar is to bridge theory and practice, enhancing both your academic and professional competencies. Upon successful completion of this seminar, you will be better able to:

- Effectively summarize, categorize, and critically analyze literature related to specific marketing topics.
- Translate academic findings into tangible managerial implications and actionable strategies.
- Identify and articulate future research opportunities within the field.
- Develop and refine solutions for relevant business problems in a practical context.
- Improve your academic writing, argumentation, communication, and presentation skills.

### Related Literature:

Rogers, E. M., Singhal, A., & Quinlan, M. M. (2014). Diffusion of innovations. In *An integrated approach to communication theory and research* (pp. 432-448). Routledge.

Im, S., & Workman Jr, J. P. (2004). Market orientation, creativity, and new product performance in high-technology firms. *Journal of marketing*, 68(2), 114-132.

Gupta, A. K., Raj, S. P., & Wilemon, D. (1986). A model for studying R&D–marketing interface in the product innovation process. *Journal of marketing*, 50(2), 7-17.

### Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 3 to 4 students.

1. Writing a seminar paper of 15 pages  
(66% of the final grade)
2. Presentation (35 minutes) + discussion (10 minutes) of the seminar paper  
(34% of the final grade)

Both parts must be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 ECTS** for the seminar.

## Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Patrick Wöhl (Patrick.Woehl@wiwi.uni-muenster.de).

## Preliminary Schedule 2025 (*final dates to be defined*):

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	22.10.25 14:15h – 15:45h	Seminar room 2, Schlossplatz 3
Selection of preferred topics	29.10.25	Learnweb
Assignment of topics	31.10.25	Learnweb
Workshop: writing effective literature reviews	05.11.25	Seminar room 2, Schlossplatz 3
Hand-in deadline for paper	Mid- January	Learnweb
Hand-in deadline for presentation and class outline	End-January	Learnweb
Presentations	Beginning/Mid-February	tba