

ViaScience: From Theory to Practice (Advanced)

Master (6799), Summer Term 2026

--- updated 10 of February 2026 ---

Application			
	Application submission deadline: Monday, 13th of April	12 noon via Moodle	https://moodle.europa-uni.de LS Marketing (Bewerbungsverfahren)
Opening Session: Introduction to Seminar Project			
Prof. Dr. Katja Brunk / Joseph Riley	Thursday, 16th of April*	10 am - 1 pm	room GD 312
Individual Consultations			
Prof. Dr. Katja Brunk Joseph Riley	Tuesday, 21st of April ** Request appointment by Monday, 20th of April, 10 am	9 am - 3 pm	in presence or online
Prof. Dr. Katja Brunk Joseph Riley	Tuesday, 5th of May ** Request appointment by Thursday, 30th of April, 10 am	9 am - 3 pm	in presence or online
Prof. Dr. Katja Brunk Joseph Riley	Tuesday, 12th of May ** Request appointment by Friday, 8th of May, 10 am	9 am - 3 pm	in presence or online
Written Examination: Project Paper Submission			
	Deadline: Tuesday, 19th of May	End of day (midnight)	via Moodle
Project Presentation Submission			
	Deadline: Friday, 22nd of May	12 noon	via Moodle
Oral Examination: Final Presentation, Q&A and Discussions			
Prof. Dr. Katja Brunk	Tuesday, 26th of May* Wednesday, 27th of May*	9 am - 5 pm 9 am - 5 pm	room GD 312

* Attendance is compulsory

**One-to-one consultations by appointment: every student is entitled (but not obliged) to book individual consultations

Prerequisites

- You can apply for this seminar if you are **inscribed in one of our Master programs** (please note, this seminar is not open to Bachelor students) and if you have **successfully completed a Marketing Introduction** class. Completion of a Strategic Marketing class is not compulsory but beneficial. The seminar can only be passed once.
- The course will be taught and evaluated **in English**, i.e. all lecture materials, consultations, seminar papers and final presentations will be in English.
- If the number of applicants exceeds the limited number of spaces available, students will be selected based on their grades in previous marketing classes.
- **The meetings on the 16th of April as well as 26th and 27th of May are compulsory.** Attending these meetings on campus in full length is a prerequisite for passing the course. No exceptions will be made, and **absence will lead to failing the course.**

Relevance

This Master seminar in Marketing aims to facilitate the application of theoretical marketing knowledge to a (fictitious) service business case. By so doing, this seminar is designed to bridge the existing - and oftentimes criticised - "theory-practice-divide". This divide refers to the fact that, due to low accessibility and operating under constant time pressure in a fast-paced business world, marketing practitioners often disregard marketing theories and recent academic research and instead rely on intuitive decision making or best practices from the past. Participants in this seminar will receive input into how to: 1) develop a concept for a (new) service offering; 2) plan a marketing strategy, whereby considering the different levels of planning (strategic, functional, and operational); 3) incorporate new, cutting-edge academic research; and 4) develop a creative marketing activity. Participants will work on individual projects and receive feedback throughout their concept development stages in the form of individual appointments. Final outputs will be presented and defended during the oral examination as well as discussed by the group.

Objectives

This Master level seminar builds on marketing knowledge acquired in previous marketing classes and creatively applies it to a practical context. Participants will have the opportunity to leverage strategic as well as operational marketing concepts, such as targeting, differentiation, value positioning and benefit creation, as well as all elements of the marketing mix, such as aspects of product/service innovation, awareness creation, pricing, and place. By doing so, participants will develop analytical and creative skills as well as learn to critically evaluate potential trade-offs in marketing decision making.

Participants will:

- 1) create a marketing concept for a (fictitious) service offering, combining strategic (marketing planning), functional (marketing mix) and operational (marketing activities) elements
- 2) incorporate findings of a recent academic article, thereby bridging academic knowledge with practical application
- 3) get creative and develop a specific marketing activity
- 4) acquire time management skills for conducting time-bound projects
- 5) present, discuss and defend their own project
- 6) engage with and evaluate suggested strategic and operational marketing decisions of other participants

Course Format

This course uses an interactive learning approach. Learning objectives shall be achieved through a mixture of lecture materials including academic articles, lecture presentations, an interactive forum for Q&As, individual consultations with the lecturers, and peer discussions during meetings.

Mode of Communication and Course Materials

To foster interactivity, communication for course-related matters will take place exclusively on Moodle. We will not answer individual email requests. Instead, we will open a communication thread for general questions in Moodle, where we can reply directly to your posts and all course members can benefit from the information given in our answers. All materials relevant for the course will be uploaded on Moodle (<https://moodle.europa-uni.de>).

Examination and Expectations of the Project Paper

To receive 6 ECTS course credits, you must attend the compulsory meetings, write a project paper (in English), submit it on time (deadline: Tuesday 19th of May, end of day/midnight), and present and defend it successfully during the seminar meetings. The final grade consists of an evaluation of your written (50%) as well as oral performance (50%), whereby **both parts must be passed independently** in order to pass the course. No alternative examination procedures will be offered. No exceptions will be made and late submissions will be evaluated with a grade of 5.0. The final project paper must not exceed 10 pages excluding references/bibliography. The **use of artificial intelligence** (e.g., Chat-GPT) to write the seminar paper is **not allowed**. We will only grade papers that include the signed declaration as outlined in our [seminar paper template](#).

Application Procedure

Via Moodle: <https://moodle.europa-uni.de> -> LS Marketing (Bewerbungsverfahren)

To apply, please fill in the application form, adding your current certificate of matriculation and a record of your grades ("Notenausdruck" for Bachelor and Master), which must include proof that you have passed a Marketing Introduction course. We accept records in German or English. When submitting grades from a foreign university, please **ensure to convert your grades to the German grading** system, or else we cannot accept your application. **Please note:** Once accepted to participate in the seminar, we will inform you via email or Moodle and provide you with further information.

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