

ViaScience: From Theory to Practice

Strategic Marketing Seminar – Bachelor (6079)

Summer Term 2024

--- updated 24 April 2024 ---

Application			
	Application submission deadline: Sunday, 9 th of June 23:59	23:59 via Moodle	https://moodle.europa-uni.de/LS_Marketing_(Brunk_&_Eisend)/(Bewerbungsverfahren)
Opening Session: Strategic Marketing Refresher and Introduction to Seminar Project			
	Wednesday, 12 th of June *	1 pm – 4:30 pm	Room GD-04
Individual Consultations			
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Wednesday, June 19 th ** Request appointment by Monday, June 17 th , 10 am	1 pm - 6 pm	GD-04 or online
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Wednesday, June 26 th ** Request appointment by Monday, June 24 th , 10 am	1 pm - 6 pm	GD-04 or online
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Wednesday, July 3 rd ** Request appointment by Monday, July 1 st , 10 am	1 pm - 6 pm	GD-04 or online
Product Proposal – Paper Submission			
	Deadline: Wednesday, July 10 th	1 pm	via Moodle
Project Presentation Submission			
	Deadline: Monday, July 15 th	1 pm	via Moodle
Examination: Product Pitch – Final Presentations			
Presentations and discussions	Wednesday, July 17 th *	9 am - 8 pm	Room GD-04
	Thursday, July 18 th *	1 pm - 8 pm	

* Attendance is compulsory

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

Relevance

This Bachelor seminar aims to facilitate the application of theoretical knowledge gained in the previous marketing classes to a real-world practice. Through the integration of marketing theory and market research it allows to develop a well-rounded product proposal with a concluding pitch presentation. This skill is vital not just in start-ups' environments, communications with possible investors and fundraising, but also in large companies that aim to extend product portfolio and search for ideas from fellow companies' employees in the marketing field. Students will be given feedback throughout the analysis and writing process in the form of individual appointments. The finalized analysis will be presented and discussed during the final presentation meetings of the seminar. This will include a 15 min Q&A session for each presenting participant.

Objectives

The Bachelor level seminar builds on basic theoretical knowledge acquired in the Introduction to Marketing and Strategic Marketing classes and applies this knowledge to a practical business case. Participants will have the opportunity to apply concepts, procedures, and theories in strategic marketing. By doing so they will develop analytical skills, learn to evaluate potential trade-offs in strategic decision making and apply strategic decisions to the operational (i.e. Marketing Mix) level.

Participants will:

- 1) learn how to apply the theoretical marketing knowledge and market research of a concrete company/brand selected during the seminar to a product proposal
- 2) develop an understanding of and acquire skills for time management in a research project
- 3) conduct a pitch presentation and discuss the project
- 4) evaluate and defend suggested business decisions

Course Format

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

Mode of Communication

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.

Prerequisites

- You can apply for this seminar if you have **successfully completed a Marketing Introduction** class. Completion of a Strategic Marketing class is not compulsory but beneficial.
- The course will be taught and evaluated **in English**, i.e. all lecture materials, consultations, and 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.
- **Attending all meetings in full length is compulsory.** No exceptions will be made and **absence will lead to failing the course.**

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: Wednesday, July 10th, 1 pm via Moodle), 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%). 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 including references/bibliography. The use of artificial intelligence (e.g., Chat-GPT) to write the project paper is not allowed.

Slides and all other materials

All materials relevant for the lecture will be uploaded on Moodle (<https://moodle.europa-uni.de>).

Application Procedure

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

In order to apply, please fill in the application form, adding a record of your grades ("Notenausdruck" for Bachelor). We accept records in German or English. If you have a different grading system at your home university, please make sure to **convert** your grades to the German grading system.

Please note: Once accepted to participate in the seminar, we will inform you via email and provide you with further information on the process.

Contacts

M.Sc. Sofiia Kanevska, Kanevska@europa-uni.de, Consultations by appointment (HG, Room 049)

M.Sc. Joseph Riley, Riley@europa-uni.de, Consultations by appointment (HG, Room 049)