

## **Seminar Marketing:**

# **Marketing Analytics and Data-Driven Business Strategies**

Prof Dr. Thorsten Hennig-Thurau

Dr. Christian Böing, inter alia Group CEO at Contabo GmbH, former CEO of OXG Glasfaser GmbH and STRATO AG and Deputy CEO of IONOS SE

## **Content**

CpV, CpO, channel ROI, SEO, LTV trackings – in a data-driven environment, today's CEOs and marketers are wading through a jungle of KPIs. In view of that, the seminar focuses on the possibilities and challenges of making data-informed business decisions. Participants will be able to get insights on how managers can implement and pursue business strategies by identifying and steering with suitable KPIs. The seminar will provide a comprehensive overview of various metrics and techniques, and will critically examine their application in the management and marketing discipline.

Dr. Christian Böing, inter alia Group CEO at Contabo GmbH, former CEO of OXG Glasfaser GmbH and STRATO AG and Deputy CEO of the IONOS Group (as well as Chief Venture Officer and Chief Sales & Marketing Officer), will be visiting Muenster to give practical insights on contemporary marketing analytics. He will shed light on KPI-driven marketing strategies, and he will give insights on how to steer and lead a company's P&L (profit and loss).

Seminar topics include a top-level view on company valuation techniques, KPI-driven product management, inflow- and churn-analysis, channel attribution, analyzing the performance of communication channels, steering direct sales and CRM, assessing branding strategies, and implementing company transformation processes. All topics are based on available real company data and examples from the webhosting, telecommunications, SaaS (Software as a service) and automotive industry. The seminar also includes hands-on techniques for job application interviews and tips for the "right" communication style in large corporates.

In small groups, the participants will work on actual real-life business issues and are able to discuss their solutions with Dr. Christian Böing.

## **Seminar Examination**

The seminar consists of two mandatory parts:

- a. Written part: Written seminar paper (50 % of the final grade, 30 pages, either evaluated as overall group performance or individual partial performances)
- b. Oral part: Presentation of seminar paper (30 minutes) and discussion, as well as active participation in lectures and discussions (50 % of the final grade)

Both parts must be passed separately to successfully pass the seminar.

## Organizational Issues

Please apply for the seminar via the general MCM application process for seminars. The selection will be based on the students' preferences, CVs and grades.

Please note that submissions of presentations and documentations after the deadline (see time table) cannot be accepted. You will receive a confirmation e-mail shortly after your submission.

For specific questions, please contact Alina Herting ([alina.herting@wiwi.uni-muenster.de](mailto:alina.herting@wiwi.uni-muenster.de)).

## Timetable

What	Where	When	
		Date	Time
Seminar (lecture)	Physical meeting in Münster, MCM 006	25-26 October 2024	10:00 a.m.- 06:00 p.m.
Topic selection	Via Learnweb/in class	26 October 2024	02:00 p.m.
Notification about assigned topic	Via Learnweb/in class	26 October 2024	04:00 p.m.
Appointment with instructors to clarify questions (30 mins)	Digital meeting	Tba.	
Appointment with instructor on term paper structure (20 mins)	Digital meeting	Tba.	
Submission of final term paper	.pdf file via e-mail to Alina Herting ( <a href="mailto:alina.herting@wiwi.uni-muenster.de">alina.herting@wiwi.uni-muenster.de</a> ). You will receive a confirmation e-mail.	10 January 2025	02:00 p.m.
Submission of final presentation	.pdf and .ppt files via e-mail to Alina Herting ( <a href="mailto:alina.herting@wiwi.uni-muenster.de">alina.herting@wiwi.uni-muenster.de</a> ). You will receive a confirmation e-mail.	15 January 2025	02:00 p.m.
Seminar (presentation)	Physical meeting in Münster, MCM 006	17-18 January 2025	10:00 a.m.- 06:00 p.m.
Feedback talks	Physical meeting in Münster, MCM 006	18 January 2025	