



## Marketing Seminar DoIT!

# AI-Powered customer journeys in the online travel industry

Summer 2025

joint seminar with



CHECK24 is a founder-led German digital company that provides price comparisons across a wide array of product categories. The company's core mission is to empower consumers by promoting transparency in the market. Since 2014, CHECK24 Hotel in Münster has been helping customers make well-informed travel decisions by creating transparent market comparisons with its partners, offering an unrivalled online travel booking experience. To sustain its competitive advantage CHECK24 Hotel is interested in how AI-powered MarTech developments can help to better manage the customer journey from awareness to conversion and retention.

In this seminar, we will address the following topics related to the challenges of CHECK24 Hotel:

- Improving lead generation by targeting potential customers with the right messages at the right time
- Improving the online travel booking experience to enhance conversion
- Improving retention and fostering long-term customer relationships

To comprehensively address these topics, you and your team (3 to 4 students) will (i) identify best practices based on research and practice, (ii) conduct expert interviews with CHECK24 employees, and (iii) survey consumers to elicit their expectations.

### Learning objectives

You will learn to recognize **effective AI-driven MarTech strategies**. Moreover, you will **practice gathering insights from expert interviews and consumer surveys to deepen your understanding of customer journey management**. Thus, you train your analytical skills. Additionally, the seminar intends to develop your academic writing, argumentation, presentation and communication skills.



## Seminar Requirements

The seminar consists of three mandatory group assignments:

- (1) Interim presentation | 10 minutes | not graded
- (2) Report outlining your analyses and results | max. 20 pages | 50% of final grade
- (3) Presentation of key learnings | 15 minutes | 50% of final grade

All graded assignments must be passed to get 12 ECTS for the seminar.

## Timetable

What?	When?	
Kick-off meeting	April 10, 2025	16:30 to 18:00 hrs
Interim Presentation	May 21, 2025	14:00 to 16.00 hrs
Submission of report + presentation	July 02, 2025	18.00 hrs (Learnweb)
Final Presentation	July 04, 2025	14:00 to 18:00 hrs

During the seminar, you can schedule individual **meetings** with your coach if you have any questions. Please contact your coach to arrange an appointment.

For specific questions, please contact apl. Prof. Dr. Sonja Gensler ([s.gensler@uni-muenster.de](mailto:s.gensler@uni-muenster.de)).