

# ViaScience: From Theory to Practice (Advanced)

Master (6799), Summer Term 2025

--- updated 14 Feb 2025 ---

Application			
	Application submission deadline: Monday, 7th of April	12 noon via Moodle	<a href="https://moodle.europa-uni.de">https://moodle.europa-uni.de</a> LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)
Opening Session: Introduction to Seminar Project			
Prof. Dr. Katja Brunk Sofia Kanevska	Tuesday, 15th of April *	2 pm - 5 pm	Room GD 04
Individual Consultations			
Prof. Dr. Katja Brunk Sofia Kanevska	Friday, 25th of April ** Request appointment by Wednesday, 23rd of April, 10 am	9 am - 3 pm	in presence or online
Prof. Dr. Katja Brunk Sofia Kanevska	Friday 9th of May ** Request appointment by Wednesday, 7th of May, 10 am	9 am - 3 pm	in presence or online
Prof. Dr. Katja Brunk Sofia Kanevska	Monday, 19th of May ** Request appointment by Thursday, 15th of May, 10 am	9 am - 3 pm	in presence or online
Project Paper Submission			
	Deadline: Sunday, 25th of May	12 midnight	via Moodle
Project Presentation Submission			
	Deadline: Wednesday, 28th of May	10 am	via Moodle
Examination: Final Presentations and Discussions			
Prof. Dr. Katja Brunk Sofia Kanevska	Monday, 2nd of June* Tuesday, 3rd of June*	9 am - 5 pm 9 am - 5 pm	Room GD 04

\* Attendance is compulsory

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

## 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 discussed during our final meetings. This will include a 15 min presentation and a 15 min Q&A session for each presenting participant.

## 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 and 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>).

## 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 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 15th of April as well as the presentations on the 2nd and 3rd of June 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.**

## 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: Sunday 25th of May, 12 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%). 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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