

Major Module Marketing Seminar I – Summer Semester 2021

Jens Paschmann, Department of Marketing and Brand Management

General Topic

„Applied marketing in cooperation with L’Oréal”

1. Content of the Seminar

The main learning objective of this seminar is to acquire experience in solving an applied marketing case, which will prepare students for possible challenges in their future working life. Substantively, in this seminar, students will be confronted with realistic issues from the marketing department of a multinational company. Thereby, the seminar will facilitate a deeper understanding of real-world marketing problems and their solutions in business practice. Moreover, the seminar will train social and communicative skills as a presentation and an executive summary has to be prepared in teams.

This seminar will introduce students to applying their marketing knowledge to real issues of the day-to-day business life. The business partner of the seminar is L’Oréal, the world’s leading beauty company. With over 100 years of experience and close to 90,000 employees, L’Oréal creates annual revenues of over €26bn today. L’Oréal is active in field such as hair care, skin care, make-up, perfume, and sun protection. In its wide brand portfolio, L’Oréal owns and operates brands such as L’Oréal Paris, Garnier, Maybelline, Vichy, Lancôme, Kiehl’s among many others.

We expect that participants have high interest in applied marketing as well as high motivation to work in teams. In addition, students should be willing to cooperate with a business partner and work in professional manner. In this seminar, the students will work in teams (3-5 students per team). The proposed solution has to be based on scientific research findings regarding all relevant marketing-related decisions that frame the concept (e.g., scientific approaches to market, consumer, and brand analyses; scientific research findings regarding consumers’ retail experiences, scientific research findings regarding digital brand communication strategies) as well as on the information given by L’Oréal. Students will be given the detailed description of the case by L’Oréal managers during the Kick-Off session. The supervision of the teams will be handled by the course instructors of the University of Cologne. Throughout the course, students will have to the opportunity to ask questions directly to L’Oréal managers in a telephone call.

2. Requirements

The main objective of the course work is to solve an applied marketing case in a defined frame of time. The examination of the course is two-folded: First, students have to prepare a 30-minutes’ presentation of their case solution. The presentation will be given in front of a group of L’Oréal managers as well as the course instructors from the University of Cologne probably via “Zoom” (if the COVID-19 situation and corresponding regulations allow it, at the L’Oréal headquarters in Düsseldorf) Afterwards, a 15-minutes’ question session will be held to further discuss the case solution . Second, students have to write an executive summary about their concept (10-15 pages).

The grade will be based on the presentation (75%) and the executive summary (25%). Both assignments need to be passed for successfully completing the whole course. The course language is English. Presentations and reports must be prepared in English. The course is eligible for 6 ECTS.

3. Presentation

Presentations are prepared and held in teams. The task is to present the case solution in 30 minutes. The presentation should start with a brief market analysis and then continue with the presentation of the concept. It is important that the presentation does not take longer than 30 minutes. Time will be

kept and overrun will not be accepted. Afterwards, L'Oréal managers and the instructors from the University of Cologne will ask questions regarding the case solution in a 15-minutes discussion session. Both parts will be evaluated and count towards the final grade.

The learning objective is to acquire the necessary skills and experience to present and defend a self-developed concept in a real-world business setting in front of a professional audience.

4. Executive Summary

The teams will write an executive summary of 10-15 pages (+ appendices), which should 1) motivate the case solution by drawing specific implications from the status quo of the market, and 2) explain the developed case solution. To support the proposed case solution, it is necessary to integrate scientific literature (i.e., empirical journal articles, scientific books) for the argumentations. Scientific findings can directly be used to support decisions made for developing the case solution and do not need to be explained in detail.

It is mandatory to read and follow the guidelines for writing seminar theses at the Department of Marketing and Brand Management, which will be available in the corresponding ILIAS course.

5. Important Dates

	<p>Registration via KLIPS 03.02. – 16.02.2021 Registration for the seminar is possible via KLIPS in the first registration phase.</p>
19.04.21	<p>Kick-Off session 10:00am – 01:00pm, “Zoom” meeting, Link will be provided in advance. This session will introduce the requirements of the seminar and the specific case. Teams for the presentations and executive summaries are assigned.</p>
06.05.21	<p>Interim Course Part A: Discussion and feedback session for upcoming case solution presentations 9:00am – 2:00pm, “Zoom” meeting, Link will be provided in advance.</p>
04.06.21	<p>Submission of presentation Before midnight The presentations have to be sent by e-mail to the respective supervisor (*.pptx and *.pdf-files). If the file exceeds the maximum capacity, please send us a dropbox (or other file sharing service) link.</p>
07.06.21	<p>Presentations 10:00am – 05:00pm, L'Oréal headquarters, Düsseldorf (due to the COVID-19 pandemic, the meeting will probably take place via “Zoom”) Each team will have 30 minutes to present. Afterwards, 15 minutes of discussion with L'Oréal managers and the instructors from the University of Cologne will follow.</p>
29.06.21	<p>Interim Course Part B: Discussion and feedback session for executive summary write up 9:00am – 2:00pm, “Zoom” meeting, Link will be provided in advance.</p>
30.07.21	<p>Submission of executive summary 10:00am Students have to submit their executive summaries as digital documents (*.docx and *.pdf-files) and in two printout versions (depending on the current situation</p>

	of the COVID-19 pandemic, the digital submission could be sufficient). The digital documents have to be sent by e-mail to the respective supervisor, the two printouts have to be handed in at the main office (room 4.516, 4th floor, Sibille-Hartmann-Str. 2-8, Cologne)
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6. Faculty

Instructor & supervision of teams: Jens Paschmann, M. Sc.
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Jens Paschmann, M. Sc.