

# MARKETING PROJECTS IN MÜNSTER

digital  
social  
impact

THE CAMPAIGN

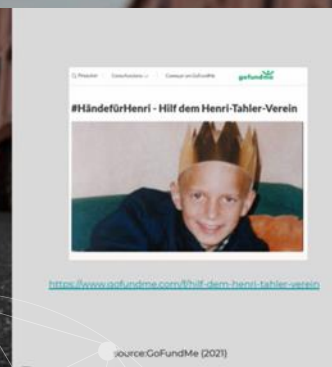


Figure 12: Pro-bono semester project for Henry Thaler e.V.  
Source: Final Presentation of Marketing Project

## AT A GLANCE

<b>STUDY FIELD:</b>	Business Administration - Strategic/International Marketing
<b>DIGITAL READINESS:</b>	Medium
<b>SOCIAL IMPACT EXPERIENCE:</b>	Medium
<b>LOCATION:</b>	Münster, Germany
<b>TARGET GROUP:</b>	Bachelor and Master Business Administration students
<b>PARTNER ORGANIZATION:</b>	Pool of different NGOs from around Münster
<b>TEACHING METHODS (DURATION):</b>	Service-learning (full semester)
<b>WEBSITE:</b>	<a href="#">LINK</a>

## DETAILED DESCRIPTION

### FREQUENCY:



Every semester the Research Line Science-to-Society from the Science-to-Business Marketing Research Centre (S2BMRC) of the Münster School of Business at the FH Münster University of Applied Sciences carries out at least one pro bono project with a civil society partner to actively participate in human and social development.

### SOCIAL IMPACT



Students from both Bachelor's and Master's levels can participate in this project. Depending on the group size of the respective semester cohort, four to six bachelor students are led by one to three master students in a project setting trying to solve a challenge that a partnering NGO is facing. This is always related to some marketing aspect. For example, one team created a fundraising campaign on an online platform generating donations that directly translate to the NGO supporting more parents whose kids have cancer.

### STRUCTURE



The project always follows a designed structure with a pre-briefing between the partner organization and the responsible lecturer from the S2BMRC and one or more Ph.D. Candidates who will later guide the students. After concretizing the challenge, it will be presented to both student cohorts in one of the first lectures of the semester and other projects done with industry partners. The students set preferences and are later allocated to the respective projects. After this, a joint kick-off with the organization takes place, where the challenge is presented to the student group. The students then start their work, Master's students taking the role of project leaders and Bachelor students of project members while being consulted by the Ph.D. candidates. After two to three weeks, there is a re-briefing with the project partner. After official acceptance for the chosen approach, the student group dives into work. Weekly meetings with the Ph.D. candidate are mandatory, where progress is being discussed and reflected. The projects culminate in a final presentation of the results by the students. Everything took place online during the last semesters, with MS Teams being the primary means of communication and file sharing.