

DEGREE PROGRAMMES in MARKETING & SALES

SERVICE BUNDLES KNOW-HOW TRANSFER

PRACTICE ORIENTED PROJECTS

Market and innovation management

Semester:	4th Semester (Bachelor course)
Acquisition:	approx. September to January
Duration:	March to the end of June (summer semester)
Manpower:	Small groups of 5-7 students, supervision by a coach from marketing research
Costs:	Project costs = fix = €3,800 excl. VAT (plus method-dependent costs such as mileage allowance, telephone costs, etc.)
Typical topics:	Market analysis, competitor analysis, customer satisfaction analysis, needs assessment, target group analysis, image analysis, etc.

WORK PLACEMENTS

Semester:	5th Semester (Bachelor course)
Training agreement with companies:	By end of May (prior summer semester)
Costs/salary:	Subject to agreement between student and company
Period:	Possible from July to December

OUR SERVICES:

Project definition

Before the start of the project, the company's problem definition is drawn up together with the degree programme and a project overview created.

Implementation

At the official start-up, the client, coach and student group get to know each other. The precise goals are defined on the basis of the project overview. During the course of the project, presentations on ensuring the quality of the project will take place repeatedly at CAMPUS 02 in addition to the on-going coaching process.

Result

At the end, the project will be presented at CAMPUS 02 and "approved". Subsequently, there is a presentation of the results and the handover of the result report to the client.

We're looking forward to working with you!

