

## **1. Messecontrolling: Kritische Evaluation von B2B-Messen aus Ausstellersicht (für MiMM- und SIM-Studierende)**

Messen sind teuer - ihre Effektivität und Effizienz muss gerade in B2B-Unternehmen hinterfragt werden. Wie lässt sich die Effektivität von Messen beurteilen? Wie lässt sich die Wirtschaftlichkeit im Vergleich zu anderen Kommunikationsinstrumenten (z.B. eigenen Events) bewerten? (empirische Untersuchung)

## **2. Innovative forms of profit-oriented pricing (for MiMM- und SIM-Students)**

Xerox is the inventor of usage-based pricing (price per copy instead of per device). It would be even more interesting, however, to determine the price not for the use, but for the benefit or success. What innovative forms are there for transferring the classic management by objectives to a supplier's customer relationship? (Keywords: success-oriented remuneration for advertising agencies; Side note: fluent German for empirical part of advantage)

## **3. Buying Center Marketing for Industrial Coatings (for MiMM- und SIM-Students, together with Covestro AG)**

Identify barriers to change for introducing / promoting new coating technologies at OEM's Recommendation for addressing non-technical barriers Content marketing strategies for different members in the buying center Close collaboration with Covestro AG, Leverkusen (formerly Bayer Material Science)

## **4. Auswirkungen der Digitalisierung auf die Besucherkontakte auf B2B-Messen (für MSC/MiMM- und SIM-Studierende)**

Die Digitalisierung führt dazu, dass B2B-Messebesucher besser und anders informiert sind als früher, weil sie sich im Vorfeld informieren konnten. Im Rahmen einer empirischen Arbeit (Befragung) soll überprüft werden, ob und wie die Digitalisierung die Besucherstruktur auf B2B-Messen verändert (z.B. kommen mehr Techniker oder mehr Entscheider? Wie verändert sich die Internationalität der Besucher?), die Gesprächsdauer und -inhalte bei Messekontakten verändert, die Anzahl der Kontakte mit einem Kunden (auch vor und nach der Messe) verändert. Methodik: empirische Befragung und ggf. ergänzende Beobachtung auf einer B2B-Leitmesse, Sprache: Englisch oder Deutsch; deutsche Sprachkenntnisse wegen Empirie erforderlich

## **9. Artificial Intelligence and managerial decision-making in marketing (English, for MiMM- und SIM-Students)**

Artificial Intelligence (AI) systems are capable of improving decision processes and hence performance by complementing human decision abilities. Especially in the field of marketing, using different AI applications has provided marketers with new and more reliable information on process automation, market forecasting, and decision-making.

The thesis must be directed towards a clearly defined field of research and should explore the current state. Potential investigations could be:

- AI based decision support in marketing
- Decision explicability and transparency in marketing management
- Implementing AI and ensuring user`s trust
- Responsible AI, trustworthy AI, accountable AI

## **26. Digital Advertising Strategie @ SBB (Master)**

Die SBB verfügt mit SBB Mobile, sbb.ch, etc. über einige der reichweitenstärksten Onlinekanäle der Schweiz. Mögliche Fragestellungen für die Zukunft der Bewirtschaftung digitaler Werbeflächen beinhalten etwa:

- Wie steigern wir den Wert unserer Werbefläche / wie erhöhen wir die Zahlungsbereitschaft unserer Kunden?
- Wie können wir im Rahmen unserer – restriktiven – Kundendaten-Policy proprietäre Endkundendaten für ein Targeting verwenden?
- Werbung als «Störfaktor» auf unseren Kanälen: Tradeoff zwischen Business, Image und Werbeerträgen?
- Wie können wir auf den bestehenden Assets (digitale Kanäle, Kundeninformationsscreens, Plakate, Werbung am und im Zug) neue Produkte realisieren?
- Wie differenzieren wir uns mittelfristig im (Nischen-) Markt?

## **27. Managerial Task Management in an Organizational Environment (English, for MSC/MiMM- und SIM-Students, Bachelor or Master)**

One of the greatest obstacles to managerial effectiveness is the inevitable challenge posed by multitasking. Marketing managers often have a variety of functions of nearly equal weight and multiple stakeholders who intervene in their schedule on a daily basis. How to prioritize the tasks at hand? Which parties does a marketing manager have to interact with and how do they impact the work schedule of the manager? The goal of this Bachelor or Master Thesis is to understand the task profile of a marketing manager, his responsibilities, and his position and interrelations in the intra- and interorganizational environment. Based on the insights, the core contribution of the student is the development of an approach for efficient managerial task management in an organizational environment. Thus, the outcome is supposed to assist actual marketing managers to fulfill their operational, informative, and representative duties, and challenge managerial daily practice and the status quo of managerial decision making.

## **29. Brand Building in Cinema (English or German, for MSC/MiMM- und SIM-Students, Master)**

On the correlation between Cinema Advertising and long-term brand building goals.

## **30. Entry barrier for SME's to engage in cinema advertising (English or German, for MSC/MiMM- und SIM-Students, Master)**

Smaller national companies who plan to engage in cinema advertising stand next to big global brands that produce spots with the highest quality. That creates a gap in the quality of the provided spots – which ultimately leads to a reduced push from national economy to invest in cinema advertising.

What's the adequate counter strategy?

## **31. How and when is cinema advertising the ideal tool to use in the advertising mix? (English or German, for MSC/MiMM- und SIM-Students, Master)**

Advertising uses various different channels to address the right audience with the right message at the right moment. How can cinema advertising make a difference?

## **32. Crossmedia KPI's – is GRP the right tool to measure impact? A critical evaluation among other premium media channels. (English or German, for MSC/MiMM- und SIM-Students, Master)**

*Gross Rating Points* are an established method to see how many people are reached by a certain message, yet the question remains if it makes sense to extend this KPI by a metric for contact quality. Which examples in the premium sector can be used to showcase learnings from other media categories?

### **33. Motion picture advertising – quo vadis? (English or German, for MSC/MiMM- und SIM-Students, Master)**

With the advent of AI, VR and AR, the motion picture formats hold the potential to dramatically change the advertisers address their audience. What's 10 years ahead?

### **34. Pricing models in premium advertising (for MSC/MiMM- und SIM-Students, Master)**

Pricing models in premium advertising as a cross-media comparison between all premium channels with special hindsight on cinema advertising. How can cinema advertising cater best to the generally premium-affine cinema visitor?

### **38. Luxusstrategien im privaten Health Care-Marketing: Möglichkeiten und Grenzen der Ausrichtung medizinischer Behandlungskonzepte auf (internationale) Ultra-High-Net Worth Individuals (ggf. in Zusammenarbeit mit einem Privatspital) (for MiMM- und SIM-Students)**

### **39. Spitalmarketing & Recht: Möglichkeiten und Grenzen des Marketing für Spitäler (Deutsch, für MiMM- und MLE-Studierende)**

Wann und in welcher Form ist Marketing für Spitäler erlaubt? Welche besonderen Einschränkungen gibt es? Wie ist der Stand in der Praxis? Welche Graubereiche gibt es? Wie sind die Unterschiede im deutschsprachigen Raum? Besonderheiten für das Online-Marketing?

### **40. Privacy as Strategy: How to create and implement customer-centric data privacy marketing strategies? (Bachelor or Master, German or English)**

Although marketers increasingly rely on customer data, firms have little insight into the ramifications of such data use and do not know how to prevent negative effects. Possible topics can be looked at from a psychological or economic point of view:

Privacy psychology: Which costumers see themselves as vulnerable in regards to misuse of data? What kind of data do customers see as "valuable" and why? What does the customer expect in exchange for his data?

Customer economy: How can we address cultural difference in customer's privacy needs? How can we gather reliable customer data under GDPR? How can privacy be sustainably implemented into a company's strategy?

### **41. Direct to Consumer (D2C) Strategies: How to build and implement successful D2C strategies for established consumer goods manufacturers? (Master, German or English)**

"The key to expanding our competitive edge continues to be our total commitment to the consumer through the consumer-direct offense," Former Nike CEO Mark Parker, 2019. These strategies open manufacturers new ways to engage, sell and learn. The up- and downsides of the strategies and its success arise the question how these strategies are / should be designed in order to accomplish the desired goals. The thesis must be directed towards a clearly defined and specific field of research.

Possible directions are as follows:

- a) investigation of specific elements / components of the D2C strategy
- b) prerequisites of D2C strategies
- c) case studies of a D2C strategy

d) impact of D2C strategies on innovation and product development processes

#### **44. Challenges and Opportunities in B2B-Sustainability Marketing (Bachelor & Master)**

Sustainability is getting more attention not only in areas close to end consumers but also in "classic" B2B or industrial settings. This thesis should explore the current state but especially the challenges and opportunities B2B-companies face with sustainability marketing.

Language: Deutsch/English

Research Approach: Qualitative

#### **46. How do pricing managers approach information deficits? A test of concepts and relationships (Master)**

In the process of price setting companies do usually not have all the information they consider necessary to take a well-informed decision. Therefore, pricing managers try to attain this information in alternative ways, find proxies or substitutes. During our research at the Institute of Marketing, we developed models that describe these actions and processes for B2B companies. The core task of this master thesis is to test and further develop these concepts. Before applying please contact Iris Schmutz ([iris.schmutz@unisg.ch](mailto:iris.schmutz@unisg.ch)) in order to receive the necessary information for writing your disposition.

#### **47. How do pricing units re-organize in order to professionalize their price setting process? (Master)**

Pricing has only recently gained importance in the realm of B2B companies. Over the last years they have subsequently undergone changes in the organization of their pricing units (organizational, personal, structural changes etc.) in order to make their pricing professional and effective. We built a panel of pricing managers constantly reporting on these changes, triggers for change and decision makers behind them. The core task of this master thesis would be to analyze data, potentially collect additional data, and categorize types.

#### **49. Erarbeitung einer Kommunikationsstrategie für die Fitnesskette clever fit Schweiz (Master, Deutsch)**

Als Basis für die zukünftige Kommunikation von clever fit Schweiz soll ein Kommunikationskonzept erarbeitet werden. Dieses definiert, welche Zielgruppen, mit welchen Botschaften, über welche Kanäle, mit welchen Massnahmen erreicht werden sollen. Genauere Informationen können Sie [hier downloaden](#).

#### **50. Legate Marketing: Möglichkeiten und Grenzen eines sensiblen Fundraising-Instruments (Master, Deutsch)**

Strategien und Instrumente des Legate-Marketings, Do's and Don'ts, Best Practices, Kundensegmentierung

Empirie: qualitative Expertengespräche und empirische standardisierte Befragung