

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?

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

Flow potential of motion picture advertising. In how far hold cinema, TV and YouTube the potential to create a flow experience and what are the main drivers?

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)

Flow experience in cinema advertising. How is cinema advertising creating a flow experience and what are the main drivers to foster flow in the advertising perception situation?

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)

Are the mostly common ways of the market to assess the advertising impact still a good fit for today's media landscape?

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 Marketings 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?

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

52. Reimagining Executive Education (Bachelor or Master, German or English)

Executive education has changed permanently in response to the COVID-19 pandemic. Even when normalcy is within sight and physical formats are possible again, a simple return to the situation before the pandemic is unlikely. Instead, innovations and new teaching formats will shape the future of executive education. We are looking for students (Bachelor & Master) who would like to address the following and similar questions in their thesis: Which new formats and tools are used in online education? How can online executive education be composed for the long term? What are the strategies needed for successful online education formats? The thesis is supervised by Prof. Dr. Marcus Schögel and supported by Hannah Leimert.

53. Buying Center Strategies in Industrial Goods Marketing (Master, German or English)

Most B2B decisions are buying center decisions - whether they involve equipment transactions, IT investment decisions, or the listing of cancer drugs in a hospital. Different models distinguish decision makers, users, influencers, gatekeepers and information selectors or expert and power promoters. The aim of the thesis would be to critically reflect the current state of the discussion in science and practice. Furthermore, it should be shown which strategies for influencing buying center decisions are successful in which situation.

54. Post-purchase product evaluations: How do consumers evaluate products and/or marketing messages after the purchase? (Master, German or English)

Product evaluation, the process of *examining* and *assessing* products by consumers, has been a well-studied domain in consumer- and marketing research. Prior research has largely focused on pre-purchase product evaluation. Yet, the process of *how* consumers form evaluations of products after the purchase remains implicit.

The aim of the master theses is to examine the processes leading to product evaluations. Possible research questions include, but are not limited to, the followings:

- How do consumers systematically evaluate advertising messages?
- How do consumers systematically compare products after the purchase?

A qualitative research design is best suited to answer these exploratory research questions. Possible methods include:

- Interviews
- Netnography (data collection through immersing in social media)
- Ethnography (e.g. home-visits)

If possible, data should be collected in German-speaking regions. Therefore, German language skills are advantageous. The thesis can be written in English or German.

55. Customer Journey Management bei Weiterbildungsentscheidungen in Marketing, Kommunikation & Verkauf: Kundenprozessanalyse und kritische Evaluation? (Master, German or English)

Intensive Zusammenarbeit mit dem Institut für Marketing & Customer Insight (Führungskräfteweiterbildung) sowie mit der Agentur Dr. Marc Rutschmann AG; qualitative Befragung von (Nicht-)Seminarteilnehmenden; Erstellen einer Kundenprozessanalyse; Herauskrystallisieren von Magic Moments; kritische Evaluation

56. Neukonzeption einer Fachmesse am Beispiel der Basel World: Eine kritische Evaluation (Master, Deutsch)

Stichworte: Fachmessen; Turnaround; Neukonzeption; Audit; Digitalisierung von Messen; Live Communication

Hinweis: Die Messe findet im Frühjahr statt, d.h. die Arbeit müsste im Sommer 2022 abgegeben werden.

57. Case study Accor: Digital Branding

The French Accor chain is the clear market leader with 1200 hotels in Europe under the Formula 1, Ibis, Mercure, Novotel, 25 Hours and Mövenpick brands.

You will develop a Harvard Business School-style case study (case study and lecturer notes), focusing on the following questions:

- Group brand structure
- Positioning and segmentation
- Loyalty and customer retention programs
- Matching booking portals such as Booking.com with the group's own direct booking capability

(The IMC does not have its own contacts with Accor. Interviews with company representatives and experts must therefore be organized independently).