

## Case study seminar „Customer Centricity“ with Porsche Consulting in the summer term 2021



Successfully transforming into a mobility provider of tomorrow requires automotive manufacturers to radically change their value propositions, to refine and digitize the customer experience they provide and to open-up towards greater collaboration and customer integration. This shift also implies the necessity to transform from a product-centric to a real customer-centric organization.

Would you like to design customer-centric strategies while shaping the future of mobility? Do you have the passion to drive the transformation of the automotive industry?

### Task

- Take on the role of a consultant during the case study seminar and learn more about the relevance of customer centricity for the digital transformation within automotive. Together with Porsche Consulting and the IMM, you will analyze current trends shaping the automotive industry from a sales and marketing perspective, gain insights on the changing expectations and behaviors of customers and develop innovative approaches to master the transformational challenge towards a customer-centric organization.

### Credits

- **BWL Master**
  - **3 ECTS** for Master BWL PStO 2018 (Wahlpool - Advanced Elective Topics in Business Administration (Applied Theory) I – II)
- Exam: Presentation in front of representatives of Porsche Consulting and IMM

### Procedure

- Kick-Off with Porsche Consulting on **Friday, 7<sup>th</sup> of May 2021**
- Final Presentation: **Friday, 25<sup>th</sup> of June 2021**

### Application

- Please send the following documents to [Hirschvogel@bwl.lmu.de](mailto:Hirschvogel@bwl.lmu.de)
  - CV (including information on grades and internships)
  - Listing of overall grades (as generated by ISC)
  - Three concise sentences stating your motivation
- Selection on the basis of application documents by Porsche Consulting and the IMM
- Announcement of participants on **27<sup>th</sup> of April 2021**

**Deadline for applications: 23<sup>rd</sup> of April 2021**

For more information, please visit: <http://www.imm.bwl.uni-muenchen.de>