

# Marketing project: *Kinderneurologie-Hilfe Münster e.V.*

## Description

Every semester the Science-to-Business Marketing Research Centre (S2BMRC) of the Münster School of Business carries out at least one pro bono project with a social actor to actively participate in human and social development. To increase awareness of the association in Münster, the students project aimed to identify the target group, develop a unique communication concept for social media, and other advertising and reach new potential donors.

Due to the COVID-19 pandemic, the semester project had to be carried out online in the winter semester of 2020/21. Therefore, the entire classroom had to be set up virtually. This included video conferencing, digital project management or shared drive.

## Partner organizations

- [Kinderneurologie-Hilfe Münster e.V.](#) (Germany): NGO from Münster region with focus on children's neurology help
- [FH Münster University of Applied Sciences](#) (Germany): Master and bachelor Students
- [Science-to-Business-Marketing-Research Centre](#) (Germany)

## What worked well?

Digital communication via video conferencing and WhatsApp group

- **Learning:** Create WhatsApp group chat for fast communication, especially when working with students



Digital skills

Platforms used

Methods used

- Treasure Hunting
- 6-3-5 Brainwriting



[www.cocreaid.eu](http://www.cocreaid.eu)

## CoCreAid Kit 4.0

The CoCreAid Kit 4.0 focuses on overcoming barriers to cooperation arising when HEIs and NGOs co-create digitally. By offering a digital platform with various digital tools and methods, the aim is to increase social impact in participating European countries and beyond.

## Contact the author:

Katrin Uude  
Research Associate  
Münster University of Applied Sciences  
Science-to-Business-Marketing-Research Centre  
[Katrin.uude@fh-muenster.de](mailto:Katrin.uude@fh-muenster.de)

