

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.

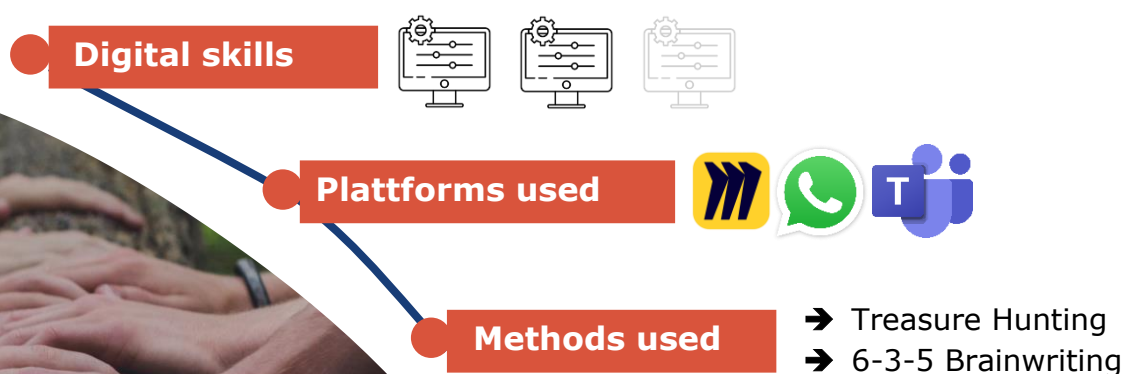
Partner organizations

- [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



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.

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