

# B8 @ MUAS - Munich University of Applied Sciences

Upon the invitation of Prof. Dr. Daniela Cornelius, Munich University of Applied Science, Dr. Matthias Hüsgen and Daniel Höpfner presented a project task for the part time master programme in business administration and engineering in winter semester 2016/2017. The 30 students explored »Future cross-channel sales strategies for manufacturer brands«.



After a keynote speech about Blackeight's consulting experiences, the students pointed out special challenges manufacturer brands have to face in the online- and offline sale and identified best practices. Over a three weeks period, ten project groups worked out concepts for an integrated online-/offline sales strategy and presented new approaches that include the stationary specialist trade. »The

close cooperation with committed students leads to interesting impulses and the opportunity to communicate the benefit of a systematic brand management in part time studies in an interdisciplinary way«, summarizes Dr. Matthias Hüsgen.