

Chiara, International Marketing student in the 3rd semester (2022)

At which university did you study before?

I completed my business administration-based B.A. in "Global Brands and Fashion Management" at the International School of Management in Frankfurt am Main.

What part-time job did you have alongside your studies?

Besides my studies, I work as a junior social media manager at the Giessen-based start-up "Schorlefranz". Since the "MAIM" degree program is very practice-oriented, it is important to note that in addition to lectures, there are regular time-intensive group meetings where students work on various projects. Therefore, one should keep the working hours per week as low as possible.

Why did you choose the MSc International Marketing?

I discovered my preference for the subject through the lecture "Marketing" in the Bachelor. Since I plan to work in an international context, studying in English was important to me, as was the opportunity to spend a semester abroad. Furthermore, I have heard a lot of positive things about Giessen as a place to study :)

How did you experience the program and student life in Giessen?

The program is diverse and offers modules from "Quantitative Analysis Methods" to "Leadership and Intercultural Communication" to "Change and Innovation Management" and thus perfectly prepares students for the start of their international working life and the challenges that come with it. Working with students from a wide variety of backgrounds allowed us to experience insights into different cultures, customs and traditions - both privately and in an educational context.

Giessen is a student city by any standards. On Monday evenings, cocktails at the Enchilada or karaoke/pub quizzes at the Irish Pub, on Tuesday evenings a cozy beer with friends in one of the many bars in Giessen, on Wednesdays there are often events at the Ulenspiegel, on Thursdays you can dance to techno at the Scarabee, on



Fridays there is a 1€ party at the Ulenspiegel or the Monkeys and on Saturdays you can party until dawn at the Muk - it's never boring if you want it to be :) Many students have moved here, so you can get to know many different people very quickly! Besides classic student activities, Giessen also offers the Mathematikum, a botanical garden, free admission to the open-air swimming pool (included in the semester ticket) and the weekly market, which is worth a visit!

What were your highlights, e.g. certain modules, projects or similar?

I found the modules "Innovation & Change Management" particularly interesting, where we designed a prototype for a technology-based business model for H&M after choosing a real-life topic, in my group's case "H&M combines tech with sustainability". In addition, our task was to create a change intervention model that emphasized H&M's sustainable and technological image. This task initially confronted us with many challenges. In addition to a functioning team, entrepreneurial thinking was required. With every idea came potential implementation possibilities, which were not so easy to realize and were therefore mostly discarded. It was important to create an idea that was feasible and to consider all possible risks from A to Z that could cause the idea to fail. With a great team, many brainstorming sessions, coffee and beer we developed a project that is at least a good start :)

What is your thesis about and what did you find out?

My final thesis is about the topic "Marketing in the Metaverse". It sheds light on a general understanding of the term "metaverse", the role of the metaverse in today's marketing ecosystem, opportunities and risks, potential marketing strategies as well as the influence of the metaverse on the understanding of the role of the marketer. Since I am currently in the midst of my qualitative research in the form of expert interviews, I unfortunately cannot share any final findings yet. However, in the course of my empirical research, I was privileged to meet many extremely nice experts who enthusiastically shared their expertise with me.

How did you start your first job after graduation and how did the MAIM help you deal with professional challenges?

That is yet to be seen! However, I can imagine that the practical modules can be helpful in implementing projects in working life. One has encountered challenges, learned from them and can now implement this knowledge.