

Student Assistant Wanted

Module: Food Marketing

October 2025 – January 2026

Chair of Agricultural and Food Market Research

Are you a motivated Master's student in agricultural economics, economics or related studies with a strong interest in marketing and student-centered learning? We are looking for a student assistant (**4h/week**) to support the **"Food Marketing"** module during the **winter term 2025/26** at the **Chair of Agricultural and Food Market Research, led by Prof. Dr. Monika Hartmann**.

As part of this role, you will support the **Markstrat strategic marketing simulation (FMCG version)**, an engaging platform where students manage virtual companies, launch products, and make strategic decisions in a competitive environment. No prior experience with Markstrat is required – just curiosity, initiative, and enthusiasm for marketing and strategy.

Your responsibilities will include:

- Familiarizing yourself with the simulation's logic (hosted on StratX)
- Supporting student teams with platform use, decision-making, and coordination, especially at the beginning of the semester
- Helping prepare and co-host intro or Q&A sessions
- Assisting in setting up and maintaining the eCampus course and communication tools
- Offering office hours and ensuring students have a smooth and engaging learning experience

What we offer:

- Insights into innovative teaching formats and digital learning tools
- Hands-on involvement in a highly interactive, simulation-based course
- Employment according to the University of Bonn's guidelines for student assistants

What we are looking for:

- Reliability, proactiveness, and strong communication skills
- A genuine interest in marketing, strategy games, and student learning

If this sounds like you, we look forward to your application!

Please send your application (short letter of motivation, CV, and relevant certificates in a single PDF) by **24th July 2025** to: Ms. Monja Sauvagerd monja.sauvagerd@ilr.uni-bonn.de