

KEPLER (GROUP 10) POSTER CONTENT OUTLINE

PART I: GROUP LEARNING REFLECTION

- (1) **Individual contributions** (*role and one-line sentence, as we did*)
- (2) **Key challenges** (*list the key challenges we had to overcome, and how the whole group overcame it*)
- (3) **Team collaboration:**
 - a. **Roles:** Describe how roles were assigned and distributed among group members. Explain if roles were fixed or flexible, and how this affected group functioning and workload balance.
 - b. **Leadership Style:** Identify the leadership approach used in the group, such as democratic (shared decision-making), autocratic (leader makes decisions), or laissez-faire (group self-manages). Reflect on how leadership helped coordinate tasks, motivated members, or resolved conflicts.
 - c. **Decision-Making Process:** Describe the methods the group used to make decisions, e.g., consensus, majority vote, delegated decisions. Explain how decisions were made during critical points or conflicts and how this impacted group effectiveness.
 - d. **Conflict Resolution Approach:** Briefly summarize any conflicts or disagreements the group faced. Clarify strategies used to resolve conflicts, such as open discussion, mediation by the leader, compromise, or formal voting.
- (4) **Future improvements:** actionable proposals for better teamwork or problem-solving next time.

PART II: CRITICAL REFLECTION ON THEORY AND DESK-BASED RESEARCH

- (1) **Market Research:** what data has been collected (*e.g.: about European car market*), and it helped us make which decisions?
- (2) **Theory and Academic Framework:** list 5-7 most important frameworks and theories that our group has applied (*e.g.: Porter's Differentiation Strategy, Marketing Communication Theories (Media Richness Theory, Keller's Brand Equity Model), Resource-Based View (Barney, 1991)*) and critically evaluate its importance: Does it help guide our decision-making? Or there are some consequences after applying that framework?