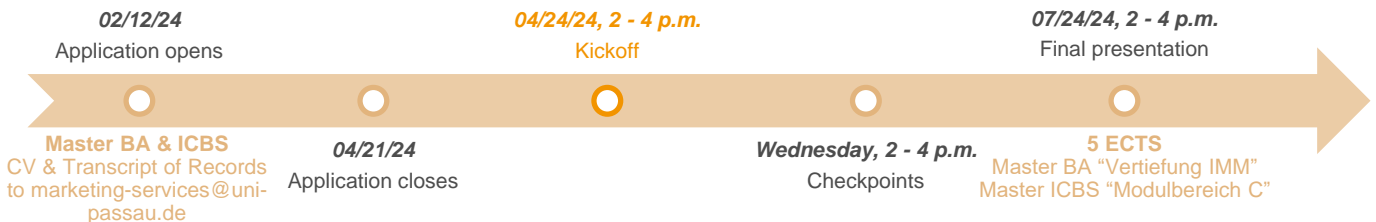


**Marketing practice has great responsibility when it comes to preventing stigma, but it lacks comprehensible, research-based guidelines on how to foster destigmatization**

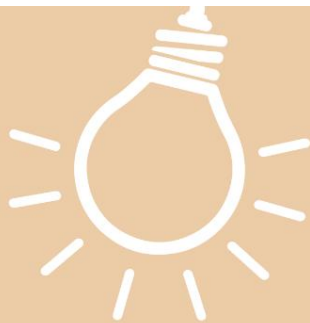
During the practice project, students ...

- 1. introduce** this practice problem based on current practice cases
- 2. summarize** research with a systematic literature review to solve this practice problem
- 3. discuss** the relevance of their proposed practice problem solution

**Problem → Solution → Relevance**



*Students who participate learn how to **analyze and structure complex problems** from marketing practice against their **theoretical and methodological knowledge***



**Make a  
Difference**

*More Details  
in Stud.IP  
(33904)*

