

MKT 710/720/730/740

Research Seminar (Professors Homburg, Stahl, Kuester, Kraus)

This syllabus provides general information on how to apply for participation in the research seminar in the Area Marketing & Sales. The four different chairs of the Area Marketing & Sales have a slightly different set-up when it comes to organizing the marketing seminar. Once allocated to one of the chairs, please visit the website of your supervising chair to find out about dates, workshops, and other chair-specific information.

Objectives of the Marketing Seminar

This research seminar aims at introducing master level students to academic work related to the research of contemporary challenges in marketing management and marketing research. The seminar is geared towards students who have shown high commitment in their course of study and who intend to write their master thesis in marketing. Participation in the seminar will enable students to independently explore a research topic by reviewing and discussing both theoretical foundations and empirical studies in a written paper. We will also introduce students to literature research techniques. Students will learn how to organize and structure their research and manage this project over a given period of time. Furthermore, students will learn presentation techniques and present their findings to the class.

The seminar paper can be written either in English or in German, with some exceptions which are clearly indicated. Students who write their seminar paper in English can receive English ECTS.

Course Registration & Organization

Students must formally apply for the research seminar in the Area Marketing & Sales by sending their transcript of records of their undergraduate and graduate courses (Bachelor certificate/"Vordiplom" and grades of all graduate courses taken so far, **including GPAs**), and the completed topic priority form. Applications can be submitted to Gokhan Gecer by e-mail (preferably as one document in pdf format) between Wednesday, February 10 – Wednesday, February 24 2021 (until 12:00 pm noon). Late applications will not be accepted. For details regarding the application process, please consider the Application Process Description sheet on the Chairs' websites.

We will inform students about their admission to the seminar and their assigned chair by Monday, March 1, 2021.



AREA MARKETING & SALES



Gokhan Gecer, M.Sc.

Contact person for MKT 710/720/730/740

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General Information

Lecturers	Prof. Dr. Dr. h.c. mult. Christian Homburg Prof. Dr. Florian Stahl Prof. Dr. Sabine Kuester Prof. Dr. Florian Kraus
Type	Seminar (Paper and presentation)
ECTS	6
Credit Hours	2 SWS
Semester	Each semester
Language	English preferred, German possible
Pre-requisites	Module MKT 510 (or Bachelor Course Marketing Fundamentals MKT 301)
Range of Application	M.Sc. MMM, M.Sc. MMBR, M.Sc. Business Education



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Course Requirements

Meetings & Workshops

- Students admitted to the seminar will take part in a kick-off meeting organized by the chair supervising their seminar paper. The date when individual chairs will announce date, time, and location of the kick-off together with the student allocation to the chairs will be announced soon. During the kick-off session, we brief students about the course and academic work in general and we assign the topics. Students are advised to familiarize themselves with the centralized guidelines for seminar theses prior to the first session so that remaining questions can be addressed during this initial meeting.
- Some of the chairs organize additional literature research workshops and/or presentation technique workshops. Participation in these workshops is mandatory and details will be communicated by the individual chairs after students have been assigned to their chair.

Seminar Paper

- Each student will prepare a seminar paper (15-20 pages) as an individual assignment on their topic. Detailed information with regard to the topics offered in the fall term will be published on the homepages of the chairs. We expect that students comply with the guidelines for written assignments.
- One hard copy (spiral binding) of the seminar paper is to be submitted to the secretary's office of the assigned chair during respective office hours. A digital version in doc(x) format of the seminar paper is to be submitted by e-mail to the secretary's e-mail address. The deadline for both submissions differs slightly across chairs and is announced on their individual websites.
- The seminar paper will account for 70% of the overall grade.

In-Class Presentation

- Students will present the results of their research in class. The chairs schedule a short PowerPoint presentation of 15 to 20 minutes per student, which will be followed by a question and answer session of approximately 10 minutes per student.
- Scheduled presentation times and dates differ slightly across chairs and are communicated via the chairs' individual websites.
- Finalized slide material in PowerPoint format has to be sent to the respective course administrator by the date announced on the chair's website.
- The presentation will account for 30% of your grade.

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Class Participation

Participation in all sessions is mandatory. If students are unable to attend a session, they must inform the course administrator of their absence beforehand. We expect all students to actively participate in the question and answers sessions.

Research Seminar Schedule

Central Application Period of the Area Marketing & Sales	Wednesday, February 10 – Wednesday, February 24, 2021 12:00 pm (noon)
Central Announcement of Participants' Allocation to Chairs (by e-mail)	Monday, March 1, 2021
Kick-off Session at the individual chairs: <ul style="list-style-type: none">• Course Objectives and Organization;• Research & Writing Guidelines; Student Q&A	2 nd week of March (specific date: see chair website)
Workshop: Literature Research Techniques	Offered together with kick-off session by some chairs
Individual Research Phase	
Submission of your Seminar Paper	2 nd week of May (specific date: see chair website) 12:00 pm (noon)
Workshop: How to Deliver an Academic Presentation	Offered by some chairs (specific date: see chair website)
Submission of your Presentation	3 rd week of May (specific date: see chair website) 12:00 pm (noon)
In-Class Presentations	End of May (specific dates: see chair website)

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Remark

The information provided in this syllabus represents the **general organizational framework** of writing a seminar thesis in the Area Marketing & Sales. For information about the dates and workshops that differ across chairs, please consider the **chair-specific syllabi** on the four individual chair websites.

[MKT 710: Chair of Business-to-Business-Marketing, Sales & Pricing, Prof. Dr. Dr. h.c. mult. Christian Homburg](#)

[MKT 720: Chair of Quantitative Marketing and Consumer Analytics, Prof. Dr. Florian Stahl](#)

[MKT 730: Chair of Marketing & Innovation, Prof. Dr. Sabine Kuester](#)

[MKT 740: Chair of Sales & Services Marketing, Prof. Dr. Florian Kraus](#)

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