

MKT 730 (MKT 7300)

Research Seminar (Chair of Marketing & Innovation)

As a primary source of information, please consider the centralized, area-wide MKT 7X00 syllabus. The centralized syllabus provides all of the information that applies across all chairs in the Area Marketing & Sales. The information below is relevant for you once you have been assigned to the chair of Marketing & Innovation, as it provides the chair-specific details.

Course Objectives

See centralized syllabus

Course Registration & Organization

See centralized syllabus

Course Requirements

Meetings & Workshops

- Students admitted to the seminar will take part in a kick-off meeting. In this 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 chair's guidelines for written assignments prior to the first session so that remaining questions can be addressed during this initial meeting.
- After this kick-off meeting, we will introduce students to literature research techniques during a workshop.
- After submitting the seminar paper, we will offer a workshop on how to deliver an academic presentation.

General Information



Lecturer	Prof. Dr. Sabine Kuester & Eric Klebeck, M.A.
Type	Seminar (Paper and presentation)
ECTS	6
Term	Each semester
Language	English (Seminar paper can potentially be written in German)
Prerequisites	Applicants must have successfully completed at least two Master's level marketing courses (MKT 5XXX or MKT 6XXX)
Grading	Seminar thesis (70%), presentation (30%)
Range of Application	M.Sc. MMM, M.Sc. MMBR, M.Sc. Business Education



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Course Requirements

Seminar Paper

- Each student will prepare a seminar paper (15-20 pages) as an individual assignment on a chosen topic. Detailed information with regard to the topics offered in the fall term is published on the [homepage of the chair](#). We expect that students comply with the chairs' [guidelines for written assignments](#).
- One hard copy (spiral binding) of the seminar paper is to be submitted to our office (Sekretariat, L5,1 Room 0.11) during office hours (9:00 am - 12 pm and 1:00 pm - 4:00 pm). A digital version in doc(x) format and pdf format of the seminar paper is to be submitted by email (kuestsubmit@bwl.uni-mannheim.de).
- The seminar paper will account for 70% of the overall grade.
- We will check all seminar papers for evidence of plagiarism using the software "turnitin".

In-Class Presentation

- Students will present the results of their research in class. The chair schedules a short PowerPoint presentation of 10 minutes per student, which will be followed by a question and answer session of approximately 15 minutes per student.
- Finalized slide material in PowerPoint format must be sent by email to [Eric Klebeck](#).
- Students are not expected to bring own print-outs for the presentation.
- The presentation will account for 30% of the overall grade.
- We expect all students to actively participate in the question and answer sessions.

Class Participation

If students are unable to attend a session, they must inform the course administrator of their absence beforehand.



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Research Seminar Schedule

Central Application Period of the Area Marketing & Sales	24 – 27 August 2026, 12:00 pm (noon)
Central Announcement of Participants’ Allocation to Chairs (by e-mail)	3 September 2026
Confirmation of Participation by Students (by e-mail)	4 September 2026
Kick-off Session at the individual chairs: • Course Objectives and Organization; • Research & Writing Guidelines; Student Q&A	16 September 2026, 10:15 – 11:45 (Roche Forum)
Workshop: Literature Research Techniques	22 September 2026, 10:15 – 11:45 (Roche Forum)
Individual Research Phase	
Submission of your Seminar Paper	12 November 2026, 12:00 pm (noon)
Workshop: How to Deliver an Academic Presentation	16 November 2026, 10:15 – 11:45 (Roche Forum)
Submission of your Presentation	20 November 2026, 12:00 pm (noon)
In-Class Presentations	23 November 2026, time: tbd (Roche Forum)



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Additional information

Examiner:	Prof. Dr. Sabine Kuester
Lecturers:	Prof. Dr. Sabine Kuester & Eric Klebeck, M.A.
Advisors:	Prof. Dr. Sabine Kuester Alexander Rupertus, M.Sc. Eric Klebeck, M.A. Lukas Miedzinski, M.Sc. Carmen Rehder López, M.Sc. Theresa Schül, M.Sc.

For course updates please visit <http://kuester.bwl.uni-mannheim.de/>.

For the guidelines for the form and content of scientific papers, please visit [https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/Wissenschaftliche Arbeiten/Richtlinien_Jan2024_eng.pdf](https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/Wissenschaftliche_Arbeiten/Richtlinien_Jan2024_eng.pdf).

Contact person for MKT 7300

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