

MKT 730

Research Seminar (Chair of Marketing & Innovation)

As a primary source of information, please consider the centralized, area-wide MKT 7X0 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
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 5XX or MKT 6XX)
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 spring 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 [Carmen Rehder López](#).
- 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

2-5 February 2026, 12:00 pm (noon)

**Central Announcement of Participants' Allocation to Chairs
(by e-mail)**

12 February 2026

Kick-off Session at the individual chairs:

- Course Objectives and Organization;
- Research & Writing Guidelines; Student Q&A

24 February 2026, 10:15 – 11:45 (Roche Forum)

Workshop: Literature Research Techniques

25 February 2026, 10:15 – 11:45 (Roche Forum)

Individual Research Phase



Submission of your Seminar Paper

21 April 2026, 12:00pm (noon)

Workshop: How to Deliver an Academic Presentation

24 April 2026, 10:15 – 11:45 (Roche Forum)

Submission of your Presentation



8 May 2026, 12:00 pm (noon)

In-Class Presentations



13 May 2026, time: tbd (Roche Forum)

Contact person for MKT 730

E-Mail: carmen.rehder.lopez@uni-mannheim.de



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Additional information

Examiner:	Prof. Dr. Sabine Kuester
Lecturers:	Prof. Dr. Sabine Kuester & Carmen Rehder López
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.

Contact person for MKT 730

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