

MKT 730

Marketing 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 the four 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.
- Subsequent to 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



Lecturers	Prof. Dr. Sabine Kuester & Andreas Polthier, M.Sc.
Type	Seminar (Paper and presentation)
ECTS	6
Frequency	<ul style="list-style-type: none">• 2 times ~ 2 hr workshop• 1 – 2 days final presentation sessions
Semester	Each semester
Language	English (Seminar paper can be written in German)
Prerequisites	Module MKT 510 (<u>or</u> Bachelor Course Marketing Fundamentals MKT 301)
Range of Application	M.Sc. MMM, M.Sc. MMBR, M.Sc. Business Education



Andreas Polthier, M.Sc.

Contact person for MKT 730

e-mail: polthier@bwl.uni-mannheim.de



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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 will be 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 (marketing+innovation@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 an anti-plagiarism software.

In-Class Presentation

- Students will present the results of their research in class. The chairs schedule a short PowerPoint presentation of 15 minutes per student, which will be followed by a question and answer session of approximately 10 minutes per student.
- Finalized slide material in PowerPoint format must be sent by email to [Andreas Polthier](#).
- Students are not expected to bring own print-outs.
- The presentation will account for 30% of your grade.

Class Participation

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.

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Research Seminar Schedule

Central Application Period of the Area Marketing & Sales

February 10 –
February 24, 2021, 12:00 pm (noon)

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

March 1, 2021

Kick-off Session at the individual chairs:

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

March 8, 2021
3:30 pm – 4:15 pm

Workshop: Literature Research Techniques

March 8, 2021
4:15 pm – 5:15 pm

Individual Research Phase

Submission of your Seminar Paper

May 10, 2021
12:00 pm (noon)

Workshop: How to Deliver an Academic Presentation

May 12, 2021
09:30 am – 11:00 am

Submission of your Presentation

May 21, 2021
12:00 pm (noon)

In-Class Presentations

May 27, 2021
10:00 am – 05:00 pm*

* Depending on the number of participants assigned to the chair, it is possible (but unlikely) that a second day will be needed for in-class presentations.

Contact person for MKT 730

e-mail: polthier@bwl.uni-mannheim.de



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Additional information

Course Instructors: Prof. Dr. Sabine Kuester & Andreas Polthier
Advisors: Dr. Sergej von Janda
Aleksandar Blečić, M.Sc.
Alexander Müller, M.Sc.
Andreas Polthier, M.Sc.
Sebastian Starke, 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/Guidelines.pdf](https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/Wissenschaftliche_Arbeiten/Guidelines.pdf)

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