

# 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 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.
- 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 & Aleksandar Blečić                 |
| Type                 | Seminar (Paper and presentation)                             |
| ECTS                 | 6  |
| Term                 | Each semester  |
| Language             | English (Seminar paper can potentially be written in German) |
| Prerequisites        | None   |
| Grading              | Seminar thesis (70%), presentation (30%)                     |
| Range of Application | M.Sc. MMM, M.Sc. MMBR, M.Sc. Business Education              |



Aleksandar Blečić, M.Sc.

Contact person for MKT 730

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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](mailto: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 [Aleksandar Blečić](#).
- 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**

14 August – 1 September 2023, 12:00 pm (noon)

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

6 September 2023

**Kick-off Session at the individual chairs:**

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

12 September 2023, 10:15 – 11:45 (Roche Forum)

**Workshop: Literature Research Techniques**

13 September 2023, 10:15 – 11:45 (Roche Forum)

**Individual Research Phase**

**Submission of your Seminar Paper**

7 November 2023, 12:00 pm (noon)

**Workshop: How to Deliver an Academic Presentation**

9 November 2023, 10:15 – 11:45 (Roche Forum)

**Submission of your Presentation**

22 November 2023, 12:00 pm (noon)

**In-Class Presentations**

23 November 2023, time: tbd (Roche Forum)

Contact person for MKT 730

E-Mail: [aleksandar.blecic@uni-mannheim.de](mailto:aleksandar.blecic@uni-mannheim.de)



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## Research Seminar (Chair of Marketing & Innovation)

### Additional information

|           |   |
|-----------|---|
| Examiner: | Prof. Dr. Sabine Kuester  |
| Lecturer: | Prof. Dr. Sabine Kuester & Aleksandar Blečić  |
| Advisors: | Aleksandar Blečić, M.Sc.<br>Angeliki Kalogeraki, M.Sc.<br>Alexander Müller, M.Sc.<br>Alexander Rupertus, M.Sc.<br>Kjell Herzig, M.Sc.<br>Eric Klebeck, M.A. |

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\\_Apr2023\\_eng.pdf](https://www.bwl.uni-mannheim.de/media/Lehrstuehle/bwl/Kuester/Lehre/Wissenschaftliche_Arbeiten/Richtlinien_Apr2023_eng.pdf).

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