UNIVERSITY OF MANNHEIM
Business School

MKT 7X0 (7X00) Research Seminar HWS 2026 – Centralized Application Process

Area Marketing & Sales

Where can I find the MKT 7X0 (7X00) topics?

The topics will be published on the websites of all four chairs in the Area Marketing & Sales on **Monday, August 24**. Approximately 80 different topics will be available each semester. To help you navigate the options, the topics are clustered into ten different categories.

What are the prerequisites?

To apply for the MKT 7X0 Research Seminar, you must have successfully completed at least two Master-level marketing courses (MKT 5XX (5XX0) or MKT 6XX (6XX0).

How do I apply for the MKT 7X0 (7X00) Research Seminar?

You can apply for the MKT 7X0 (7X00) Research Seminar between **August 24 and August 27**. Please follow these steps:

1. Complete the following application form: https://forms.gle/TPRtZkXRNp8xJxAdA[1]
2. Email your current Transcript of Records (including a preliminary average grade, if available) to marketingseminar@uni-mannheim.de

Please note that once you see the confirmation message after submitting the form, your application form has been successfully submitted. Please do not submit the form multiple times or inquire about its submission status. Please also note that your application is considered complete only when both the application form and Transcript of Records have been submitted. Incomplete applications will not be considered. Late applications will not be accepted.

You will be informed of your chair assignment on **September 3**. Please refrain from inquiring earlier.

[1] Alternative link: https://docs.google.com/forms/d/e/1FAIpQLSfsoVHgVJbQ4GEn3zkJ41BZ9WwL-AsmIgjmMnLqJLDboojU2A/viewform?usp=header

What are the rules for my priority list?

In the application form, you must rank 10 topics in order of preference. To be considered in the application process, your topic priority list needs to conform to the following rules:

- It must contain exactly 10 topics in total, ordered from 1 (highest priority – "dream topic") to 10 (lowest priority – "but still of interest").
- The topic priority list must contain at least 2 topics from each of the four chairs:
  - Exemplary **valid priority list**: 3x Homburg topic, 2x Stahl topic, 3x Kuester topic, 2x Kraus topic
  - Exemplary **invalid priority list**: 2x Homburg topic, 4x Stahl topic, 3x Kuester topic, 1x Kraus topic

How are topics assigned?

The topic assignment process involves the following steps:

1. **Pool Creation**: We will first form a pool of eligible students. The number of students in this pool corresponds to the number of available topics. Priority is given to students from higher semesters and from the double degree program. The remaining spots are filled with students from lower semesters based on their average grades.
2. **Ranking**: Students within the pool are ranked by their average grades. If there is a tie between two or more applicants, the ranking order will be randomized.
3. **Allocation**: Topics are assigned based on the ranking and your priority list. The top-ranked student receives their first choice. Subsequent students receive their highest-ranked topic that is still available. This continues until all topics are assigned.

Your ranking will not be disclosed. Also, your advisor will not be aware of your position on the ranking list.

Am I guaranteed to receive a topic from my priority list?

We make every effort to assign you one of the topics you have prioritized on your list. However, due to the limited number of available topics and the potential overlap in preferences among students, you are not guaranteed to receive one of your top 10 topics. If all 10 of your chosen topics have already been assigned to other students, you will be randomly allocated one of the remaining topics. Although this scenario is rare, it can occur, especially if many students have similar topic preferences.

To maximize your chances of receiving a topic from your list, consider being strategic in your topic selection, e.g., by including some topics that are less likely to be in high demand but still align with your interests.

How can I increase my chances of being assigned to my favorite chair?

Due to the centralized process, there is no guarantee that you will be assigned to your preferred chair. However, you can improve your chances by prioritizing 4 topics from your favorite chair in the top 4 spots of your priority list (in combination with 2 topics from the other three chairs in spots 5 to 10).

When will I find out my chair and topic?

- **Chair Assignments**: You will receive an email on **September 3** with details about the assigned chair and kick-off session.
- **Topic Assignments**: Topics will be announced during the respective chair's kick-off meeting, approximately one week after chair assignments. Check your chair's website for exact dates.

How can I confirm my participation?

Once you have been assigned a chair, you must confirm your participation in the seminar by **September 4**. To do so, reply to the email containing your chair allocation and explicitly state that you accept the

spot. Failure to confirm your participation will result in your spot being reassigned to another student on the waiting list. Please note that this decision is final and cannot be reversed.

Can I write my seminar thesis in German?

While all topic descriptions are published in English only, it is possible to write some seminar theses in German. It will be indicated in the list of topics which topics are eligible for both languages. However, we highly recommend writing the thesis in English.

Do I need to be present in Mannheim during the seminar?

The kick-off session, the workshops (if applicable), and presentation day(s) will be organized by the chairs individually. Your participation in these events is mandatory. Each chair individually determines the format of these events (e.g., digital, physical, or hybrid).

How is the seminar graded?

Your final grade is based on the written seminar paper (70%) and your oral presentation (30%). Further details about grading criteria will be shared during the kick-off sessions.

What is the general timeline for the seminar thesis?

Please refer to the MKT 7X0 (7X00) syllabus for the area-wide timeline for Fall 2026. Check the individual syllabi of the chairs of Professors Homburg, Stahl, Kuester, and Kraus for specific event dates and locations.