# MKT 710 (7100)/720 (7200)/730 (7300)/740 (7400)

## Research Seminar (Professors Homburg, Stahl, Kuester, Kraus)

This syllabus provides general information on how to apply for participation in the research seminar in the Area Marketing & Sales. The four different chairs of the Area Marketing & Sales have a slightly different set-up when it comes to organizing the marketing seminar. Once allocated to one of the chairs, please visit the website of your supervising chair to find out about dates, workshops, and other chair-specific information.

### Objectives of the Marketing Seminar

This research seminar aims at introducing master level students to academic work related to the research of contemporary challenges in marketing management and marketing research. The seminar is geared towards students who have shown high commitment in their course of study and who intend to write their master thesis in marketing. Participation in the seminar will enable students to independently explore a research topic by reviewing and discussing both theoretical foundations and empirical studies in a written paper. We will also introduce students to literature research techniques. Students will learn how to organize and structure their research and manage this project over a given period of time. Furthermore, students will learn presentation techniques and present their findings to the class.

The seminar paper can be written either in English or in German, with some exceptions which are clearly indicated. Students who write their seminar paper in English can receive English ECTS.

### General Information

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|---|---|
| Lecturers | Prof. Dr. Dr. h.c. mult. Christian Homburg<br>Prof. Dr. Florian Stahl<br>Prof. Dr. Sabine Kuester<br>Prof. Dr. Florian Kraus |
| Type | Seminar (Paper and presentation) |
| ECTS | 6 |
| Semester | Each semester |
| Language | English preferred, German potentially possible |
| Pre-requisites | 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 |

### Course Registration & Organization

Students must formally apply for the research seminar in the Area Marketing & Sales between August 24 and August 27, 2026. Students must complete the application form linked on the chair's websites. In addition, students must submit their transcript of records (grades of all graduate courses taken so far, **including GPAs**) via email to marketingseminar@uni-mannheim.de. Applications are considered complete only when both the application form and transcript of records have been submitted. Incomplete and late applications will not be accepted. For details regarding the application process, please consider the Application Process Description sheet on the chairs' websites.

We will inform students about their admission to the seminar and their assigned chair by September 3, 2026. Students must confirm their participation in the seminar by September 4, 2026, by replying to the email containing their chair allocation and explicitly stating that they accept the spot.

UNIVERSITY OF MANNHEIM Business School

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AREA MARKETING & SALES

Dr. Ülfet Isci-Özalp

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**Course Requirements**

*Meetings & Workshops*

- Students admitted to the seminar will take part in a kick-off meeting organized by the chair supervising their seminar paper. The date when individual chairs will announce date, time, and location of the kick-off together with the student allocation to the chairs will be announced soon. During the kick-off 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 centralized guidelines for seminar theses prior to the first session so that remaining questions can be addressed during this initial meeting.
- Some of the chairs organize additional literature research workshops and/or presentation technique workshops. Participation in these workshops is mandatory, and details will be communicated by the individual chair after students have been assigned to their chair.

*Seminar Paper*

- Please check the chair-specific syllabus for detailed information on the guidelines for written assignments.
- One hard copy (spiral binding) of the seminar paper is to be submitted to the secretary's office of the assigned chair during respective office hours. A digital version in doc(x) format of the seminar paper is to be submitted by email to the secretary's email address. The deadline for both submissions differs slightly across chairs and is announced on their individual websites and during the kick-off sessions.
- The seminar paper will account for 70% of the overall grade.

*In-Class Presentation*

- Students will present the results of their research in class. The chairs schedule a short PowerPoint presentation of 10 to 20 minutes per student, which is followed by a question-and-answer session of 10-15 minutes per student.
- Scheduled presentation times and dates differ slightly across chairs and are communicated via the chairs' individual websites.
- Finalized slide material in PowerPoint format must be sent to the respective course administrator by the date announced on the chair‘s website.
- The presentation will account for 30% of the overall grade.

*Class Participation*

Participation in all sessions is mandatory. 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-answer sessions.

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## Research Seminar (Professors Homburg, Stahl, Kuester, Kraus)

**Research Seminar Schedule**

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|---|---|
| **Central Application Period of the Area Marketing & Sales** | August 24 – August 27, 2026 |
| **Announcement of Participants' Allocation to Chairs (by email)** | September 3, 2026 |
| **Confirmation of Participation by the Students** | September 4, 2026 |
| **Kick-off Sessions at the individual chairs:**<br>• Course Objectives and Organization<br>• Research & Writing Guidelines; Student Q&A | September 14 – September 18, 2026<br>(specific date: see chair website) |
| **Workshop: Literature Research Techniques** | Offered after the kick-off session by some chairs |
| **Individual Research Phase** | |
| **Submission of your Seminar Paper** | November 9 – November 13, 2026 (specific date: see chair website), 12:00 pm (noon) |
| **Workshop: How to Deliver an Academic Presentation** | Offered by some chairs (specific date: see chair website) |
| **Submission of your Presentation** | 24h before presentation (specific date: see chair website) |
| **In-Class Presentations** | November 23 – November 27, 2026 (specific date: see chair website) |

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**Remark**

The information provided in this syllabus represents the **general organizational framework** of writing a seminar thesis in the Area Marketing & Sales. For information about the dates and workshops that differ across chairs, please consider the **chair-specific syllabi** on the four individual chair websites.

MKT 710 (7100): Chair of Business-to-Business-Marketing, Sales & Pricing, Prof. Dr. Dr. h.c. mult. Christian Homburg
MKT 720 (7200): Chair of Quantitative Marketing and Consumer Analytics, Prof. Dr. Florian Stahl
MKT 730 (7300): Chair of Marketing & Innovation, Prof. Dr. Sabine Kuester
MKT 740 (7400): Chair of Sales & Services Marketing, Prof. Dr. Florian Kraus

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