

Overview of the Centralized Application Process for the MKT 7x0 Seminars in the Area Marketing & Sales (Fall 2022)

Where can I find the MKT 7x0 topics?

The topics will be posted on all four chair websites of the Area Marketing & Sales around August 15. Around 70 different topics will be available each semester. The topics are sorted based on overarching research fields, such that you can get a better overview of the multitude of available seminar thesis topics.

Which prerequisites do I need to fulfill?

The **only prerequisite** for taking the MKT 7x0 seminar is a successful participation in the course MKT 510 Price and Product Management or, alternatively, the Bachelor course MKT 301. **MKT 520 is no longer a requirement** for writing a seminar thesis in the Area Marketing & Sales. However, we recommend to take the course MKT 520 at least in parallel to MKT 7x0.

How do I apply for participation in the MKT 7x0 seminar?

In order to apply for participation, we ask you to send the following documents **between August 15 and September 2 (noon)** to marketingseminar@uni-mannheim.de:

- Transcript of records of Bachelor studies
- Current transcript of records of Master studies, **including a preliminary grade point average**
→ If the GPA cannot be officially stated by the Study Office due to insufficient ECTS credits, please calculate the ECTS-weighted average yourself and state it in the e-mail.
- Your list of 10 priorities for topics of your choice (see below)

You will automatically be informed about which chair you are assigned to on September 7. Therefore, please refrain from inquiring earlier.

Failure to send the required attachments will lead to an unfavorable placement on the ranking list. Late applications cannot be taken into account.

What are the rules for my priority list?

In order to be considered, your topic priority list needs to conform with the following rules:

- It must contain **exactly 10 topics** in total, ordered from 1 (highest priority – “dream topic”) to 10 (lowest priority – “but still part of my top 10 topics”). We are unable to accept topic priority lists containing less or more than 10 topics.
- 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 applicants assigned to topics?

We will rank applicants based on the following two criteria in **decreasing priority**:

1. Current overall GPA in your Master studies
2. Grade(s) of prerequisite course(s) (i.e., MKT 510 and/or Bachelor class MKT 301)

In case of a tie between two or more applications after consideration of these two criteria, the ranking order will be randomized.

Based on this ranking, we will assign applicants to topics on the basis of their list of priorities. This means that the applicant ranked #1 will receive his/her first priority. The applicant in ranking position 2 will receive his/her first priority if it has not already been assigned to applicant #1. This process continues until all applicants are assigned a topic.

We will not make your ranking public in any way. 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 will try to allocate your highest priority as indicated by yourself on your topic priority list.

However, there is no guarantee that you will receive one of the topics from your list. Depending on the number of applications and on how similar the topic preferences are, it might happen that an applicant cannot be assigned one of his/her top 10 topics. In that case, one of the remaining topics will be assigned randomly to the applicant. This, however, should be a rare case, and we will try our best to provide you with a topic from your list.

Hence, you might want to design your priority list in a strategic way, for example, by including some topics that you expect to be less popular, but that are still interesting to you.

I have a favorite chair and I would love to write my seminar thesis at that chair. What can I do to ensure that?

Due to the centralized process, there is no guarantee that you are assigned to your preferred chair. However, you have the option to assign 4 topics from your favorite chair to the priority spots 1 to 4 (in combination with 2 topics from the other three chairs in the spots 5 to 10), which will increase your chances of being assigned to your favorite chair.

When do I learn which chair and topic I am assigned to?

We will inform you by e-mail on September 7 to which **chair you have been assigned**. This e-mail will also contain details about time and location of the kick-off session.

Your assigned **topic** will be communicated during the kick-off meeting, which takes place roughly a week after the chair assignments. Please note that the dates of the kick-off sessions differ depending on the chair. Please refer to the respective chair website to find out more.

Can I write my seminar thesis in German?

While we publish the topic descriptions in English only, it is also possible to write the seminar thesis in German. We highly recommend writing the thesis in English. Some of the topics are even only available in English which is then indicated in the list of topics.

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

The kick-off session, the workshops (if there is one organized by your chair), and presentation day(s) will be organized by the individual chairs. For these events, your participation is mandatory. Each chair decides on the respective format (e.g., digital, physical, or combined) individually.

How is my marketing seminar grade determined?

In general, your final grade is composed of your seminar paper grade (70%) and your oral presentation grade (30%). Further details about the centralized grading criteria will be communicated by the chairs at the kick-off sessions.

What is the general timeline for the seminar thesis?

For the timeline in Fall 2022, please consider the area-wide MKT 7x0 syllabus. For the detailed events, dates and locations associated with the course, please consider the syllabi of the individual chairs of Professor [Homburg](#), [Stahl](#), [Kuester](#), and [Kraus](#).