

MKT 730 Research Seminar -  
Researching Contemporary Challenges in Marketing Management

Prof. Dr. Sabine Kuester  
Fall Term 2017

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**Course Instructor:** Prof. Dr. Sabine Kuester  
**Course Administrator:** Markus Welle ([welle@bwl.uni-mannheim.de](mailto:welle@bwl.uni-mannheim.de))

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### Course Objectives

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 introduce students also to literature research techniques. Students will learn how to organize and structure their research 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. Students who write their seminar paper in English can receive English ECTS.

### Course Registration & Organization

Students must formally apply for this research seminar by handing in a full application portfolio including a motivation letter, CV, a transcript of records of their undergraduate and graduate courses (Bachelor certificate/ "Vordiplom" and grades of all graduate courses taken so far), and the filled-out topic priority form (tba). Applications can be submitted to [Markus Welle](mailto:welle@bwl.uni-mannheim.de) by email (preferably as one document in pdf format) or in printed form to our office (Sekretariat, L5, 1, room 0.11) during office hours (9:00 am - 12 pm and 1:00 pm - 4:00 pm) between August 21 and September 1 (until 12:00 pm noon). Late applications will not be accepted.

It is generally expected that students interested in a seminar in the Area Marketing will only apply at one chair in the area. The different chairs will crosscheck application records.

Students will be informed about their admission to the seminar by September 6, 2017.

### Course Requirements

#### *Meetings & Workshops*

- Students admitted to the seminar will take part in a kick-off meeting on September 13, 2017, from 10:15 am to 11:45 am (L5,1 Roche Forum). In this session, students will be briefed about the course and academic work in general and the topics will be assigned. Students are advised to familiarize themselves with the chair's writing guidelines prior to the first session so that remaining questions can be addressed during this initial meeting.

- Subsequent to this kick-off meeting, students will be briefly introduced to literature research techniques during a mandatory workshop. This mandatory workshop will take place after the kick-off meeting on September 13, 2017, from 12:00 pm – 1:30 pm (L5,1, Roche Forum).
- After submitting the seminar paper on November 8, 2017 (until 12:00 pm noon), a workshop will be offered on how to deliver an academic presentation. This mandatory workshop will take place on November 10, 2017, from 10:15 to 11:45 am (L5, 1 Roche Forum).

#### *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. Compliance with the chair's guidelines for written assignments is expected.
- Two hard copies (spiral binding) of the seminar paper are 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 of the seminar paper is to be submitted by email ([kuestsubmit@bwl.uni-mannheim.de](mailto:kuestsubmit@bwl.uni-mannheim.de)). Deadline for both submissions is November 8, 2017 (until 12:00 pm noon).
- The seminar paper will account for 60% 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. It is intended to have 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).
- Presentations are scheduled for November 27, from 10:15 am to 5:00 pm and November 30, from 10:15 am to 5:00 pm (time slots are likely to be shortened once the final amount of participants is certain). Attendance is required at all presentations.
- Finalized slide material in PowerPoint format is due on November 17, 2017 (until 12:00 pm noon) by email to [Markus Welle](mailto:Markus.Welle@uni-mannheim.de).
- The presentation will account for 40% of your grade.

#### *Class Participation*

Attendance at all meetings is mandatory for each student enrolled in this course. If students are unable to attend a session, they must inform the course administrator of their absence beforehand. All students are expected to actively participate in the scheduled sessions. We expect all students to actively participate in the question and answers sessions. In the final presentation sessions, students are asked to peer assess other students on academic content, presentation style, and presentation design.

## Research Seminar Schedule

❖ Application Period	August 21 – September 1, 2017, 12:00 pm (noon)
❖ Announcement of Participants (by email)	September 6, 2017
❖ Kick-off with Session: Course Objectives and Organization; Research & Writing Guidelines; Student Q&A	September 13, 2017 10:15 am – 11:45 am L5,1 Roche Forum
❖ Workshop: Literature Research Techniques	September 13, 2017 12:00 pm - 1:30 pm L5,1 Roche Forum
❖ Individual Research Phase	
❖ Submission of a Seminar Paper	November 8, 2017 12:00 pm (noon)
❖ Workshop: How to Deliver an Academic Presentation	November 10, 2017 10:15 am - 11:45 am L5,1 Roche Forum
❖ Submission of Presentation	November 17, 2017 12:00 pm (noon)
❖ In-Class Presentations	November 27, 2017 10:15 am – 5:00 pm November 30, 2017 10:15 am – 5:00 pm L5,1 Roche Forum

## Research Team

Course Instructor: Prof. Dr. Sabine Kuester

Course Administrator: Markus Welle

Advisors:  
Madeline Barth, M.Sc.  
Oliver Borchers, M.Sc.  
Miriam Finis, M.Sc.  
Dr. Sergej von Janda  
Markus Welle, 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 [http://kuester.bwl.uni-mannheim.de/en/curriculum/scientific\\_papers/](http://kuester.bwl.uni-mannheim.de/en/curriculum/scientific_papers/)