

**Marketing Seminar
KnowIT!**

What can managers learn from academic research findings?

Winter 2017/18

Dr. Sonja Gensler

Every year the top marketing journals publish 100+ articles that enhance our knowledge on specific marketing topics. As such, the scientific knowledge improves but practitioners are hardly aware of these findings. In this seminar, you are going to write a literature review on a specific marketing topic and derive key insights for managerial practice.

You may suggest a topic you want to work on but we also provide a list of topics. Topics might be...

[Marketing Strategy]

- C-Suite and firm performance
- Marketing-Finance Interface
- Market orientation and firm performance
- Customer empowerment
- Managing crises

[Digital Marketing]

- Mobile marketing
- Online display advertising
- Recommendation systems
- Search engine advertising
- Viral marketing

[Retail Management]

- Category management
- Front-line employees and service quality
- Design of online stores
- Online grocery shopping
- Loyalty programs
- Multichanneling
- Private-label brands
- Store atmosphere and consumers' buying behavior

Learning objectives

Main objective of this seminar is to improve your *academic writing skills*. After participating in this seminar, you are able to effectively summarize and categorize literature related to one specific marketing topic and to translate academic findings into managerial implications. Moreover, you train your communication and presentation skills.

Seminar Requirements

The seminar consists of two mandatory, individual assignments:

- (1) Writing a paper (max. 15 pages; 70% of final grade)
Your research paper comprises a literature review and managerial implications based on existing research.
- (2) Presentation of your paper including an idea for further research (10 minutes; 30% of final grade)

Both assignments have to be passed to get 12 ECTS for the seminar.

Organizational issues

- How to apply? Please follow the MCM application process for seminars (email by Michael Zylla).
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to maximum 10 students.
- For specific questions, please contact Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?	Where?
Kick-off meeting incl. allocation of topics	October 12, 2017 (17:30 hrs to 19:00 hrs)	MCM 206
Individual meetings with supervisor	Appointments will be arranged based on individual needs	tba
Workshop - "How to write a literature review?"	November 9, 2017 (10:00 hrs to 12:00 hrs)	MCM 206
Individual meetings with supervisor	Appointments will be arranged based on individual needs	tba
Deadline for handing in report and presentation (paper-based and electronically)	January 11, 2018 (12:00 hrs)	MCM 206 s.gensler@uni-muenster.de
Presentations (10 minutes + discussion)	January 12, 2018 (12:00 – 15:30 hrs)	MCM 06