

Marketing Literature Seminar

The Future of Retailing

Winter 2018/19

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Nowadays, intense competition, new business models, continual innovation and new technologies as well as rapidly changing customer expectations characterize the retail environment and increase the pressure on retailers (Grewal, Roggeveen and Nordfält 2017). To succeed in this age, retailers focus more and more on enhancing customer experience and engagement; for example by the use of new technologies, innovative store designs, and individual tailored communication and products/services based on customer data. This seminar aims to shed light on selected phenomena and issues in the retail environment:

1. New business models in the retailing landscape (e.g., manufacturer-owned brand stores)
2. Positioning strategies by retailers (e.g., store makeovers and repositioning)
3. Management of customer data by retailers (e.g., digital responsibility)
4. Customer in-store experience and new technologies (e.g., mobile devices, robots)
5. Customer engagement with retailers (e.g., social media)

Your task is to write a systematic literature review on a topic from the above mentioned themes, and to derive insights for managerial practice as well as to develop future research directions.

Learning Objectives

The 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 a specific marketing topic, to translate academic findings into managerial implications, and to derive future research opportunities. Moreover, you train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts.

1. Writing a seminar paper (15 pages; (75% of the final grade)
2. Presentation and discussion of the term paper (25% of the final grade)

Both parts have to be passed separately to get the final grade. Students who pass this seminar will receive **12 credit points** in the Marketing Major.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- 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 max. 20 students.
- For specific questions, please contact Kim Kötterheinrich (k.koetterheinrich@uni-muenster.de).

Timetable

| What? | When? | Where? |
|---|--|---|
| Kick-off meeting (incl. presentation of topics) | December 10 th , 2018 (3pm – 4 pm) | Via Learnweb |
| Selection of preferred topics | Until December 13 th (midnight) | k.koetterheinrich@uni-muenster.de |
| Assignment of topics | December 14 th | |
| Workshop – “How to write a literature review?” | January 11 th , 2018 (2pm – 4pm) | tbd (HMB 110 or via Learnweb) |
| Hand-in paper deadline (electronically and hardcopy) | March 4 th , 2019 (noon) | k.koetterheinrich@uni-muenster.de / MCM 108 |
| Hand-in presentation deadline (hardcopy and electronically) | March 13 th , 2019 (noon) | k.koetterheinrich@uni-muenster.de / MCM 108 |
| Presentations (10 minutes + discussion) | March 18 th , 2019 (10am – 6pm) | HMB 110 |

During the course of the seminar, you can schedule individual meetings with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.