

**Marketing Seminar**  
**DoIT!**  
***Future of Online Grocery Shopping***  
Winter 2018/19

Dr. Sonja Gensler

Today, online grocery shopping is still in its infancies but industry experts expect that the share of online shopping will increase in the near future. We already know that technology is changing consumer shopping behavior but we have little knowledge what an increase in online grocery shopping means for retailers and FMCG manufacturers.

In this seminar, we will shed some light on this question by examining current practices in online grocery retailing and consumers' shopping behavior.

The specific topics of this seminar will be announced during the kick-off meeting (e.g., online shop design, impulse buying). It is your task to develop and conduct a research study to address one of these topics. With the help of your research study, you will generate new insights into the impact of technology on consumers' online grocery shopping behavior.

### **Learning objectives**

The main objective of this seminar is to train your *academic research skills* (esp. *analytical skills*). Further, the seminar intends to develop your academic writing and argumentation skills. Moreover, you can train your *presentation* and *communication skills*.

After participating in this seminar, you are able to address an academic and managerial relevant research question yourself. Moreover, you will deepen your knowledge about the impact of technology of consumers' online grocery shopping behavior.

### **Seminar Requirements**

The seminar consists of three mandatory group assignments (3-4 students):

- (1) Presentation of research design and discussion (15 minutes; not graded)
- (2) Report outlining your research model, analyses and results (20 pages; 50% of final grade)
- (3) Presentation of the results and implications for managers (15 minutes; 50% of final grade)

All 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 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 maximum 20 students.
- For specific questions, please contact Dr. Sonja Gensler ([s.gensler@uni-muenster.de](mailto:s.gensler@uni-muenster.de)).

## Timetable

What?	When?	Where?
Kick-off meeting incl. allocation of topics	October 15, 2018 (17:00 hrs to 18:00 hrs)	HMB 110*
Workshop “How to get from the research question to a research design?”	November 6, 2018 (08:00 to 10:00 hrs)	HMB 110*
Presentation of research design and discussion	November 28, 2018 (08:00 to 10:00 hrs)	HMB 110*
Report outlining your research model analyses, and results (paper-based and electronically)	January 14, 2018 (14:00 hrs)	MCM 202 <a href="mailto:s.gensler@uni-muenster.de">s.gensler@uni-muenster.de</a>
Handing in presentation (paper-based and electronically)	January 18, 2018 (14:00 hrs)	MCM 202 <a href="mailto:s.gensler@uni-muenster.de">s.gensler@uni-muenster.de</a>
Presentation of results	January 23, 2019 (08:00 hrs to 10:00 hrs )	MCM 006

\* Heribert Meffert Bibliothek: room 110

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