

**Marketing Seminar
KnowIT!**

What can managers learn from academic research findings?

Winter 2018/19

Dr. Sonja Gensler

Marketing managers increasingly invest in digital marketing channels. Yet, allocating budgets across the different channels effectively and efficiently requires a thorough understanding of the effectiveness of the various digital marketing channels. This seminar aims to shed some light on the following two questions:

- (1) How effective are the various digital marketing channels?
- (2) What campaigns are effective in the various digital marketing channels?

Your task is to write a systematic literature review on one of the below mentioned topics, and to derive key insights for managerial practice.

- Search engine advertising
- Online display advertising
- Social media marketing
- Mobile marketing
- Recommendation systems

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 a 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 assignments:

- (1) Literature review (individual assignment; max. 15 pages; 50% of final grade)
- (2) Presentation of managerial implications and areas for future research (10 minutes; 50% of final grade)¹

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

¹ The presentation might be a group presentation depending on the number of course participants.

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 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 15, 2018 (16:00 hrs to 17:00 hrs)	HMB 110
Workshop - "How to write a literature review?"	November 13, 2018 (08:00 hrs to 10:00 hrs)	HMB 110
Deadline for handing in report and presentation (paper-based and electronically)	January 15, 2019 (12:00 hrs)	MCM 202 s.gensler@uni-muenster.de
Presentations (10 minutes + discussion)	January 22, 2019 (12:00 – 15:00 hrs)	MCM 206

* Heribert Meffert Bibliothek: room 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.