

Seminar Marketing: Digital Marketing (summer term 2019)

Content

The seminar focus on the dramatic challenges that the rise of digital and social media bring for marketing. It uses the “pinball” framework of new media developed by Hennig-Thurau et al. (2010) which stresses the active and networked role of customers and their impact on value creation.

The seminar will provide insights into current academic research in the relevant areas and prepare you for the new business environment you are about to enter and that is not sufficiently accounted for in textbooks yet. The seminar focuses on changes and trends in consumer behavior that result from the pinball framework and the consequences that the framework has for companies’ marketing strategies. With regard to consumer behavior, specific topics can include user-generated content (e.g., YouTube), digital consumer articulation (e.g., electronic word-of-mouth), social articulation and commerce (e.g., via Facebook and Twitter), customers as retailers (e.g., Amazon Marketplace), and social network sites (e.g., Facebook, Instagram). Company-related topics that study the impact of the digital media flipper can address various aspects of value creation, such as innovation, customer service, distribution, decision support, CRM, and brand management.

Reference

Hennig-Thurau, Thorsten, Edward C. Malthouse, Christian Friege, Sonja Gensler, Lara Lobschat, Arvind Rangaswamy, and Bernd Skiera (2010), “The Impact of New Media on Customer Relationships,” *Journal of Service Research*, 13 (3), 311-330.

Seminar requirements

The seminar consists of two mandatory, individual assignments:

- Writing a research paper (70% of final grade)
- Presentation of the key insights of your research paper and discussion (30% of final grade)

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

Organizational issues

- Applications for the seminar are to be made via the general MCM application process for seminars
- A short session at the beginning of the seminar will introduce participants of the seminar to the overall topic of digitalization as well as organizational issues. Attendance for this session is recommended but not mandatory.
- Please note that submissions of research papers and presentations after the submission deadline cannot be accepted.

Preliminary Timetable

What	When	Where
Introductory session	Fourth/fifth week in August	MCM 006
Distribution of topics	Fifth week in August	Via eMail / Doodle
Individual meeting with supervisor	Second week in September	MCM/Skype (tbd)
Optional 2 nd speed dating meeting with supervisor		
Submission of research papers and presentations	Mid/end of October	Digital
Presentation of research papers	End of October	MCM 006