

**Marketing Seminar
KnowIT!**

What can managers learn from academic research findings?

Winter 2019/20

Prof. Dr. Sonja Gensler

Every year, hundreds of marketing-related studies are published in academic journals covering a wide range of topics. In this seminar, you have the opportunity to dive deeper in one topic that you are interested in and you want to know more about.

You select the topic, write a literature review about that topic, and present your insights addressing the following questions:

- a) What do we already know from previous research?
- b) What gaps exist in the literature?
- c) What are the key learnings for managers?
- d) What will be the impact of increasing digitalization on the validity of the results?

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 covering the questions a) and b)
(max. 15 pages; 50% of final grade)
- (2) Presentation of managerial implications and potential impact of digitalization
(5 minutes; 50% 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.
- For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?	Where?
Kick-off meeting incl. definition of topics	October 28, 2019 (16:00 hrs to 17:30 hrs)	HMB 110*
Workshop - "How to write a literature review?"	November 18, 2019 (16:00 hrs to 18:00 hrs)	HMB 110*
Deadline for handing in report (paper-based and electronically)	January 13, 2020 (12:00 hrs)	Learnweb and MCM 202
Deadline for handing in presentation (electronically)	January 20, 2020 (12:00 hrs)	Learnweb
Presentations (5 minutes + 10 minutes discussion)	January 24, 2020 (09:00 – 15:00 hrs)	MCM 006

* 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.