

*Marketing Seminar*

*Winter 2022/23*

**Literature and Teaching Project Seminar on  
“Market-oriented Management in the Digital Age”**

Prof. Dr. Sebastian Hohenberg

The digitalization is rapidly changing our lives, including all types of business relationships. It is the driver of a change process that is more dynamic and multifaceted than ever before, revolutionizing the roles and practices of both, firms and consumers. Importantly, we will witness even more dramatic change over the next years due to the growing power of digital technologies in new domains, such as *robotics, virtual and augmented realities, blockchain algorithms* or *3D printing*. Despite its transformational potential, how the digitalization shapes and changes the basic principles and tactics of market-oriented management is still largely neglected in contemporary business education.

In this seminar, we will dive deeper into the new paradigms of market-oriented management in the digital age, tackle its strategic and tactical challenges, and delineate traditional and new approaches to market-oriented management. Furthermore, you will help to create the foundations of a new undergraduate course in market-oriented management in the digital age.

Your tasks are (1) to write a systematic literature review on a pre-defined topic in the field of market-oriented management in the digital age, deriving insights for managerial practice as well as developing future research directions and (2) based on this literature review, to develop the outline of one class that introduces students to that pre-defined topic. You will present both your literature review and your class outline to Professor Hohenberg and the other seminar participants.

**Related Literature:**

Homburg, C., Theel, M., & Hohenberg, S. (2020). Marketing excellence: nature, measurement, and investor valuations. *Journal of Marketing*, 84(4), 1-22.

Venkatraman, V. (2017). *The digital matrix: new rules for business transformation through technology*. LifeTree Media.

## Learning Objectives

The main objective of this seminar is to improve your academic writing skills. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific marketing topic, translate academic findings into managerial implications, derive future research opportunities, and create didactically sound course outlines. Moreover, you train your communication and presentation skills.

## Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 2-3 students.

1. Writing a seminar paper of 15 pages (66% of the final grade)
2. Presentation (45 minutes) of the seminar paper and the class outline (34% of the final grade)

Both parts have to be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **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 max. 20 students.
- For specific questions, please contact Sebastian Hohenberg ([sebastian.hohenberg@mcombs.utexas.edu](mailto:sebastian.hohenberg@mcombs.utexas.edu)).

### Preliminary Timetable

<b>What?</b>	<b>When?</b>	<b>Where?</b>
Kick-off meeting (incl. presentation of topics)	October 11 <sup>th</sup> , 2022 (16.15 to 17.45 hrs)	in person*
Selection of preferred topics	Mid-October	
Assignment of topics	End-October	
Introductory class (Digital Transformation and Market-oriented Management) & Workshop (Writing Literature Reviews)	End-October	Zoom Live
Hand-in deadline for paper	Mid-February	
Hand-in deadline for presentation and class outline	Late-February	
Presentations	Early-March	in person*

*\*We will meet in person (in compliance with COVID-19 rules). Please, be aware that this is still subject to change. Alternatively, the session will be held as Zoom Live.*

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