

*Marketing Seminar*  
*Winter 2022/23*

## **Literature Seminar: Latest Methods in Marketing Research**

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In order to achieve valid and valuable insights through marketing research, the use of rigorous research methods is paramount for investigating relevant problems. In scientific research on human behavior, particularly in the fields of econometrics, psychology, and applied statistics, rigorous research methods have been developed and advanced continuously over the last decades. In the status quo of marketing research, some of these methods have been quickly adopted, whereas others are still only used selectively, if at all.

In this seminar, we will take a deep dive into the latest quantitative research methods. We will look at each method in turn and explore its current use in cutting-edge marketing research. Our goal is to get a realistic picture of how some of the latest tools that behavioral research has at its disposal are applied in leading marketing research.

Your tasks are to write and present a systematic literature review on one of the predetermined research methods. First, you will get to know your method very well and summarize your learnings in a primer. Then, you will document your method's use in top-notch marketing research throughout the last decades. Lastly, you will take a step back and analyze the patterns you see in how your method has been used so far (and by whom).

The literature seminar will culminate in an on-site presentation at the offices of a research-focused industry partner. The partner selected by us will be announced at the start of the seminar.



## Learning Objectives

The main objective of this seminar is to improve your academic writing skills. Furthermore, you will get to know one research method very well. This will enable you to apply the method in your own research, for example, in your master's thesis. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific topic, translate academic findings into practical implications, and derive future research opportunities. Moreover, you will train your communication and presentation skills.

## Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed individually by each participant.

1. Writing a seminar paper of 15 pages (66% of the final grade)
2. Presenting (20 minutes) the seminar paper (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 credit points** (equivalent to about 360 working hours of total workload) in the Marketing Major.

## 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 Sertan Eravci ([s.eravci@uni-muenster.de](mailto:s.eravci@uni-muenster.de)).



## Preliminary timetable

What?	When?	Where?
<b>Kick-off meeting (incl. presentation of topics)</b>	Mid-November	in person*
<b>Selection of preferred topics</b>	Mid-November	
<b>Assignment of topics</b>	Mid-November	
<b>Workshop: Writing Literature Reviews</b>	Late November or early December	in person*
<b>Hand-in deadline for paper</b>	Mid-February	
<b>Hand-in deadline for presentation</b>	Late February	
<b>Presentations</b>	Late February	in person*

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

During the course of the seminar, you can schedule individual meetings with your supervisor if you have any questions. Each participant will receive a time budget out of which the meeting time will be deducted. You will coordinate the meetings directly with your supervisor.